



Title:

Business Continuity Model on Malaysian Apparel Sector Post Covid-19



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Abstract

The apparel industry also known as textile industry is one of the sector that have been tremendously affected during the Covid-19 pandemic. Therefore, this main aim of the study to identify supply and chain factors that affected the apparel business based on resilience and adaptability elements to stay competitive in the market. A systematic literature review (SLR) was carried to obtain accurate evidence based on the precise approach to obtain correlation between supply and chain with the effects to the industry. SLR also provide business conceptual information from relevant articles in order to improvise the business continuity model (BCM). Initially, a total of 288 papers were found using a search manually through seven databases with the 592 sub-strings, and finally, 61 papers were selected as primary studies using a combination of primary and secondary search. A secondary approach towards analytical overview was carried out on the Manufacturing Statistics Malaysia on apparel industry from Jan 2019 to May 2021. The findings provide insight knowledge regarding the business continuity model on resilience and adaptation elements when facing a disruption situation.

Problem Statement

Though several approaches have been advanced on supply and chain behaviour - there has been no clear evidence as to how the manufacturing industry focuses on apparel sector reaction in business continuity in Malaysia.

Consequently, this study intends to examine whether business continuity really fitted to Apparel Sector in Malaysia. Business Continuity Planning as a major indication towards the disruptive scenario. Hence, reassessing BCM aimed at contributing to the literature on the importance of BCM Framework. However, there is a lack of studies with regards to BCM especially in the Apparel Industry in Malaysia. Therefore, the current study focus to propose BCM as guidelines and direction to stay competitive in current business.

Objectives

- 1. To identify the supply and chain factors that affects the Malaysian apparel sector.
2. To analyse the relationship between supply and chain factors and effects.
3. To propose a business continuity model for the apparel industry through a disruptive situation.
4. To evaluate a business continuity model for the apparel industry through a disruptive situation.

Findings

- The implication of Covid-19 cause lockdown as part of factors that affected the apparel industry to operation full cycle.
Factor on shortage supply and demands due to flight suspension around the world disturbing the supply chain activity.
Mostly agree that Covid-19 have a significant impact on business elements in Malaysia Apparel Sector.
Business continuity as the solution towards disruptive situations on the business organization from the element of resilience and adaptation.

Methodology

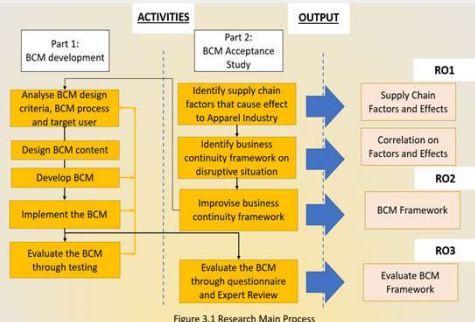


Figure 3.1 Research Main Process

Systematic Literature Review on Supply Chain Factors and Effects

Qualitative - Interpretation on Semi-structured Interview on BCM expert review
Quantitative - using questionnaire to industry player

Analysis

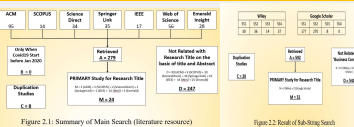
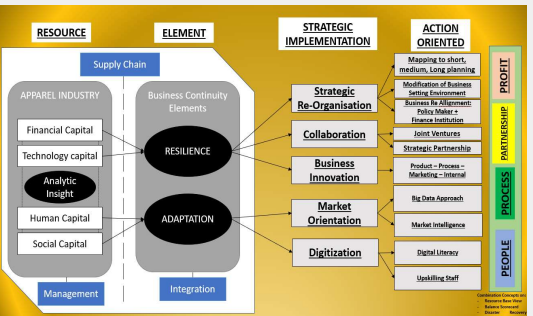


Table 2.10: Selected Primary Studies. Search Phases: Primary Search (24), Secondary Search (32), Recommended Papers (5), Total (61).

Table with 3 columns: No., Factors, Effect, Business Continuity (Element Resilience & Adaptability). Rows include Annual GDP in declination, Movement Control Order, Supply Chain disruption, Close Border, Shortage Supply.

Business Continuity Model Framework



Related Literature

Verma, S., & Gustafsson, A. (2020). Investigating the emerging COVID-19 research trends in the field of business and management: bibliometric analysis approach. Journal of Business Research, 118, 253-261.
Mukherjee, M., Chatterjee, R., Khanna, B. K., Dhillon, P. P. S., Kumar, A., Bajwa, S., ... & Shaw, R. (2020). Ecosystem-centric business continuity planning (eco-centric BCP): A post COVID19 new normal. Progress in Disaster Science, 7, 100117.
Zhang, X., & McMurray, A. (2013). Embedding business continuity and disaster recovery within risk management. World, 3(3).



Significant of Project

The BCM framework as options or guidelines on the initiatives that can be taken to any business structure when facing disruptive situation. With resilience and adaptability element in BCM, there will be a way forward on sustainability in the business entity



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