

ISSN NO. 2319 - 1406



INTERNATIONAL JOURNAL OF FUNCTIONAL MANAGEMENT

A Unique Journal for Management Multi disciplinary Research

Volume No. 3

Issue No. 1



Published by

SSM EDUCATIONAL AND RESEARCH FOUNDATION, SALEM, TAMILNADU

About SSM Educational and Research Foundation

We the Ph.D., Scholars and the Doctorates in Salem zone of Tamilnadu, India has been taken an initiative and started a Research foundation in the name of "SSM Educational and Research Foundation". The main purpose of this forum to enrich and share the knowledge in Research and research related areas. We will be extending our hands in publishing the articles in our quarterly journal and also publishing the special issue by having the tie-ups with the Educational Institutions, who are conducting the conferences. We hope, sure it will be very much helpful and useful to the Academicians, Research Scholars, Industrialists, Students and others.

About the International Journal of Functional Management (IJFM)

International Journal of Functional Management (IJFM) ISSN print version (ISSN 2319 - 1406) is a quarterly double blind reviewed journal promoted by SSM Educational and Research Foundation. It welcomes articles from different regions of the world and aims to publish research papers that can be theoretical, empirical and/or policy oriented. The basic aim of the journal is to encourage research on new developments and perspectives. It publishes high-quality solicited and unsolicited articles, in English, in all areas of functional management focuses such as business law, public responsibility and ethics, marketing theory and applications, business finance and investment, general business research, business, economics, education, production / operations management, organizational behavior and theory, strategic management policy, social issues and public policy, management organization, statistics and econometrics, personnel and industrial relations, technology and innovation, case studies, management information systems and all areas of accounting. All articles published in IJFM are peer-reviewed.

EDITORIAL & ADVISORY MEMBERS

INTERNATIONAL MEMBERS

- ❖ Dr. LENIN KARTHIKEYAN, Prof, Madonna University, Dubai, UAE
- ❖ Dr. S. N. NAKKIRAN, Prof, AMBO College, Ethiopia
- ❖ Dr. S. M. MOHAMED ISMAIL, VC, South Eastern Univ of Srilanka
- ❖ Dr. L. DANIEL ASHOK, Prof, Oceanside University, New York
- ❖ Dr. GARY AKEHURST, Prof in Marketing, RSM Erasmus Univ, Netherlands
- ❖ Dr. MICHAEL BAKER, Prof in Marketing, University of Strthclyde, U.K
- ❖ Dr. RON GARLAND, Asst. Prof in Mkt, Univ of Waikato, New Zealand
- ❖ Dr. ROBERT RUGIMBANA, Asst. Prof in Mkt, Griffith Univ, Australia
- ❖ Dr. DAN SAREL, Asst. Prof in Mkt, Univ of Miami, Florida
- ❖ Dr. S. KAZEM EBRAHIMI, Prof in Eco & Mgt, Semnan Univ, Iran
- ❖ Dr. MUMIN DAYAN, Asst. Prof, University of Sharjah
- ❖ Dr. DEBRA GRACE, Asst. Prof, Griffith University, Australia
- ❖ Dr. ANDY TERRY, Chartered Fin Analyst, University of Arkansas, USA

NATIONAL MEMBERS

- ❖ Dr. N. PANCHANATHAM, Director / MBA, Annamalai Uni
- ❖ Dr. R. MATHIVANAN, Principal, Bharathiar Uni Arts & Sci Cge, Erode
- ❖ Dr. L. MANIVANNAN, Prof /Corporate Sec ship, Erode Arts College
- ❖ Dr. K. ALEX, Prof / Commerce, St.Joseph's College, Trichy
- ❖ Dr. P.K. MANOHARAN, Cge Devp. Council, Bharathiar Uni, Cbe
- ❖ Dr. R. JAYARAMAN, Member Secretary, CED, Tamilnadu
- ❖ Dr. B. M. KANAHALLI, Gulbarga University, Karnataka
- ❖ Dr. JYOTI SHARMA, Prof, International Institute of Postgrad Studies, Indore.
- ❖ Dr. ANANT DESHMUKH, Asst. Prof, RTM Nagpur University, Nagpur
- ❖ Dr. R. ANSHUBHATI, Prof, IIPM, Indore
- ❖ Dr. PUSHPKANT SHAKDWIPEE, Prof, Pacific University, Rajasthan
- ❖ Dr. P. ADALARASU, Dean, RVS Faculty of Mgt Studies, Cbe
- ❖ Dr. K.V. RAMANATHAN, Asst. Prof, Dayananda Sagar Business School, Bangalore

Communication Address for Paper Submission

THE CHIEF EDITOR,

SSM Educational and Research Foundation
2/158, SK Town Ship back Side, Sathya Nagar,
Ammamet, Salem - 636 003, TamilNadu, India
E-Mail: ijfmanagement@gmail.com

Managing Editors

Dr. S. Senthil Kumar
Mr. M. Marutha Durai

Published by

SSM Educational and Research Foundation, Salem, TamilNadu, India

Sl. No.	Title of the paper	Page No
16	CORPORATE SOCIAL RESPONSIBILITY THE ROLE OF LIFE INSURANCE CORPORATION OF INDIA <i>Dr. Kalva Sivaj</i>	61
17	"EVALUATION OF CUSTOMER RELATIONSHIP MANAGEMENT ON PERCEPTION LEVEL - A CASE STUDY OF SELECTED ORGANIZED RETAIL OUTLETS IN MYSORE CITY" <i>S.V. Mahadeva Prasad, N.S. Govindaraju</i>	66
18	BUSINESS CRISIS AND CONTINUITY MANAGEMENT <i>J. Jasmine Selvapackiam</i>	71
19	A STUDY ON UTILIZATION OF THE LIBRARY SERVICES BY THE MEMBERS IN THENI DISTRICT <i>N. Lavanyalakshmi</i>	73
20	"A STUDY ON IMPACT OF FOREX RATE ON PRICE OF SELECTED COMMODITY IN INDIAN MARKET" <i>B. Gayathri, S. Bindu</i>	75
21	"A STUDY ON CONTRIBUTION OF KNOWLEDGE MANAGEMENT TOWARDS ORGANISATIONAL SUCCESS" <i>Poojitha Acharya, Madhu R Prabhu</i>	81
22	VENTURE CAPITAL FINANCE- AN INTRODUCTION <i>Bhanotu Venkateswara Rao</i>	85
23	A STUDY ON NEED AND EFFECTIVENESS OF OUT BOUND TRAINING <i>C. Ramkumar</i>	89
24	QUALITY WORK LIFE OF EMPLOYEES IN BUSINESS PROCESS OUTSOURCING <i>Suvarna Jabade (Walikar), Dr. V. A. Pail,</i>	92
25	"ATTITUDES TOWARDS POLICE SERVICE: A STUDY ON THE PERCEPTIONS OF PUBLIC IN KARUR DISTRICT" <i>A. Padmapriya, Dr. T. Vanniarajan</i>	94
26	ROLE OF RURAL MARKETING IN INDIA <i>M. Avinash</i>	98
27	A STUDY ON CUSTOMER SATISFACTION OF HINDU NEWSPAPER IN COIMBATORE CITY <i>G. Swarnalatha</i>	101
28	WOMEN ENTREPRENEURSHIP IN INDIA <i>Shridevi K. Patil, Dr. N. R. Savatkar Asst. S.I. Malagali</i>	105
29	A STUDY ON SELF-HELP GROUPS IN DHARMAPURI DISTRICT <i>K. Kousalya</i>	108
30	"WOMEN" AS ENTREPRENEURS IN INDIA <i>Dr. H. B. Mahantesh</i>	110
31	HR AUDIT AT RAIL WHEEL FACTORY, BANGALORE <i>V. Raghavendran</i>	113

BUSINESS CRISIS AND CONTINUITY MANAGEMENT

J. JASMINE SELVAPACKIAM, Head & Asst. Prof in Business Administration

Jayaraj Annapackiam College for Women (Autonomous), Periyakulam

Abstract

Crisis and continuity management is a strategic responsibility and function for all organizations if they are to survive and prosper. Central to the development and maintenance of a comprehensive of the myriad functions supporting continuity and their interdependencies. It is fully recognized that they are two elements in an overall business continuity process and frequently one is not found without the other. It is fully recognized that they are two elements in an overall business continuity process and frequently one is not found without the other. The most recent versions of the National Response Plan and the National Incident Management System include the private sector in all phases of crisis and emergency awareness, prevention, preparedness, response and recovery planning and operations. Business continuity management and funded to ensure that the necessary steps are taken to identify the impact of potential losses, maintain viable recovery strategies and recovery plans, and ensure continuity of services through personnel training, plan testing and maintenance. Business continuity management and funded to ensure that the necessary steps are taken to identify the impact of potential losses, maintain viable recovery strategies and recovery plans, and ensure continuity of services through personnel training, plan testing and maintenance. All organizations, from all sectors, are in fact businesses to the extent that they provide products and/or services to their customers.

Interdiction:

Crisis management is the art of making, decisions to head off or mitigate the effects of such an event itself is unfolding. Private sector organizations businesses that support the economy at the individual, family, community, local, state and national levels. Crisis and continuity management is a strategic responsibility and function for all organizations if they are to survive and prosper. Central to the development and maintenance of a comprehensive of the myriad functions supporting continuity and their interdependencies. Efficiency and effectiveness demand their integration and coordination into a comprehensive program of business crisis and continuity management.

The term Business Crisis and Continuity Management:

Business Continuity Management: A good practices guideline explains the inconsistency in terminology by stating "Crisis Management and BCM are not seen as mutually exclusive albeit that they can of necessity stand alone based on the type of event. It is fully recognized that they are two elements in an overall business continuity process and frequently one is not found without the other." The Business management practices that provide the focus and guidance for the decisions and actions necessary for a business to prevent, prepare for, respond to, resume, recover, restore and transition from a disruptive crisis event in a manner consistent with its strategic objectives.

The Evolution of BCCM:

Business Crisis and continuity Management, as a recognized business program, has evolved over the past twenty plus years from a technology centric disaster recovery function dealing almost exclusively with data protection and recovery to a much wider holistic and enterprise wide supporting focus. It is fully recognized that they are two elements in an overall business continuity process and

frequently one is not found without the other The reality of business is that increasing and dynamic natural, technological and human induced threats, business complexity, government regulation, corporate governance requirements, and media and public scrutiny demand a comprehensive and integrated approach to business crisis and continuity management.

The National Strategy for the physical protection of critical infrastructures and key assets recognizes that the private sector generally remains the first line of defense for its own facilities and encourages private sector owners and operators to reassess and adjust their planning, assurance and investment programs to better accommodate the increased risk presented by deliberate acts of violence, The most recent versions of the National Response Plan and the National Incident Management System include the private sector in all phases of crisis and emergency awareness, prevention, preparedness, response and recovery planning and operations. Preparedness in the private sector and public sector rescue, restart, and recovery of operations should include, as appropriate -

- (a) A plan for evacuation;
- (b) Adequate communications capabilities; and
- (c) A plan for continuity of operations.

Compliance with NFPA 1600 may also find its way into insurance considerations including insurability, premium pricing, and deductible levels. Additionally, proof of adequate "Preparedness" is increasingly finding its way into contractual agreements between the public and private sectors and between private sector businesses.

NFPA 1600 Standard:

The NFPA 1600 Standard on Disaster/Emergency Management and Business Continuity programs has gained national level attention and prominence. NFPA 1600, the result of a consensus process representing multiple constituencies from all sectors, is a logical and necessary first step in the development of national standards written at a level of detail that can be used to define and measure compliance. Business continuity management and funded to ensure that the necessary steps are taken to identify the impact of potential losses, maintain viable recovery strategies and recovery plans, and ensure continuity of services through personnel training, plan testing and maintenance.

A Framework for Integrated BCCM:

Consistent with the philosophy of an integrated BCCM program is the need for a visual framework identifying the component functions and their relationship to one another. A visual framework should be simple enough to be understandable at all levels of an organization, yet complete enough to support the case for functional integration and management to multiple stakeholders including, boards of directors, executive level managers, stock owners and customers.

Business Crisis and Continuity Management Framework:

It must be emphasized that the BCCM framework, as presented, is in no way intended to prescribe a model organization chart for any business. It is merely the representation of multiple functions that require integrations and coordination for the sake of program effectiveness and efficiency.

Enterprise Management - The systemic understanding and management of business operations within the context of the organization's culture, beliefs, mission, objectives and organizational structure.

Crisis Management - The coordination of efforts to control a crisis event consistent with strategic goals of an organization. Although generally associated with response recovery and resumption operations during and following a crisis event, crisis management responsibilities extend to pre-event mitigation, prevention and preparedness and pose event restoration and transition.

Crisis Communication - All means of communication, both internal and external to an organization, designed and delivered to support the crisis management function.

Knowledge Management - The acquisition, assurance, representation, transformation, transfer and utilization of information supporting Enterprise Management.

Risk Management - The synthesis of the risk assessment, business area analysis, business impact analysis, risk communication and risk-based decision making functions to make strategic and tactical decisions on how business risks will be treated whether ignored, reduced, transferred, or avoided.

Program Implementation - The implementation and management of specific programs such as physical security, cyber security, environmental health, occupational health and safety, etc., that supports the Business Crisis and Continuity Management program within the context of Enterprise Management.

Systems Monitoring - Measuring and evaluating program performance in the context of the enterprise as an overall system of interrelated parts.

Awareness/Training/Exercising - A tiered program to develop and maintain individual, team and organizational awareness and preparedness, ranging from individual and group familiarization and skill based training through full organizational exercises.

Incident Management - The management operations, logistics, planning, finance and administration, safety and information flow

associated with the operational response to the consequences/impacts if any of a crisis event.

Business Continuity - The business specific plans and actions that enable an organization to respond to a crisis event in a manner such that business functions, sub function and processes are recovered and resumed according to a predetermined plan, prioritized by their criticality to the economic viability of the business.

Restoration and Transition - Plans and actions to restore and transition a business to "new normal" operations following a crisis event.

Conclusion:

Business crisis and continuity management as a strategic program with supporting functions and sub-functions that must be integrated for the sake of overall effectiveness and efficiency. All organizations, from all sectors, are in fact businesses to the extent that they provide products and/or services to their customers. Protection of the ability to provide these products and/or services is a strategic imperative that must be understood and supported at all levels of any organization.

References:

1. Booth, S. (1993), "Crisis Management strategy, competition and changes in Modern Enterprises", Routledge, London.
2. Darling J. (1994), "Crisis Management in International Business: Keys to effective Decision Making", Leadership & Organization Development Journal, vol. 15, No. 8, pp. 3-5.
3. Heath, R. (1998), "Crisis Management for Managers and Executives", Financial Times Management, London.
4. Seymour, M., Moore, S. (2000), "Effective Crisis Management", Continuum, London.
5. Seegar, M. W., Sellnow, T. L., Ulmer, R. (2003) "Communication and Organizational crisis", Praeger, Westport, CT.
6. Mitroff, I. (2004) "Crisis Leadership: Planning for the Unthinkable", John Wiley, New York.