

Leveraging Location Data for Climate-Resilient Business Continuity: Building Sustainable Strategies

Thursday, October 26, 2023 9:10 AM (20 minutes)

The need for proactive and sustainable strategies is paramount in the ever-evolving landscape of climate change and its profound impact on businesses worldwide. Our presentation highlights the critical significance of location data in developing practical solutions for ensuring business continuity using the Area Business Continuity Management (A-BCM) framework, particularly in the context of climate-related risks. Furthermore, we demonstrate how industry-specific location data can influence the five crucial steps within the A-BCM framework (Sapapthai et al., 2020).

We will delve into the untapped potential of location data, emphasizing its critical contribution to A-BCM by providing a comprehensive understanding of how environmental shifts affect specific business locations. A-BCM assumes a central role in protecting business operations from disasters. This proactive approach safeguards businesses, contributes to job retention, and mitigates adverse socioeconomic consequences (Kato & Charoenrat, 2018). We illustrate how organizations can identify vulnerabilities and formulate robust continuity strategies by integrating environmental factors with industry-specific parameters.

Based on the work of Baba et al. (2014), our research demonstrates the transformative potential of location data in empowering businesses to make well-informed decisions and establish resilient strategies. We emphasize the crucial significance of A-BCM in fostering long-term sustainability for businesses facing increasing climate-related

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