

CRISIS MANAGEMENT AND BUSINESS CONTINUITY IN CONDITIONS OF GLOBAL INSTABILITY

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ABSTRACT

The subject of this paper is the examination of the correlation between crisis management strategies and the preservation of business continuity in the context of contemporary asymmetric global threats. In the era of “polycrisis,” characterized by the simultaneous impact of geopolitical tensions, hybrid threats, and climate change, traditional reactive security models are becoming inadequate. The scientific objective of the paper is a critical analysis of the transition from the concept of passive protection to the doctrine of organizational resilience, which implies the ability of a system to absorb shocks and transform under pressure.

The methodological framework of the paper is based on the qualitative content analysis of relevant international standards (such as ISO 22301) and on the comparative method used to examine different risk management models. Particular focus is placed on identifying critical success factors within business continuity plans. Accordingly, the main hypothesis of the paper is that an integrated risk assessment directly determines the speed of a system’s functional recovery. The paper also re-examines the role of leadership and security culture as variables that significantly modify the effectiveness of crisis communication and decision-making under conditions of extreme uncertainty.

The results of previous research indicate that business continuity in conditions of global instability is no longer an isolated technical process, but rather a strategic scientific discipline requiring a holistic approach. The paper provides a theoretical contribution to the systematization of crisis mitigation measures, while in practical terms it offers a framework for the development of adaptive security strategies tailored to a dynamic international environment.

Keywords: crisis management, business continuity, organizational resilience, global instability, risk assessment, asymmetric threats