

**The Impact of Effective Business Continuity Plan on Organizational
Performance During COVID 19 Pandemic: The Case of Jordan
Telecommunication Group (Orange)**

Muna Ishaq Jamil Shaban
A Thesis Submitted in
Partial Fulfillment of the
Requirements for the Degree of
Master of Business Administration
University of Petra
May 2021

Under the Supervision of Professor Hala Abdulqader

Abstract: This research aimed to examine the impact of effective business continuity plan on organizational performance during COVID 19 pandemic, and the study case was Jordan Telecommunication Group (JTG)/Orange.

The research followed the descriptive and analytical approach due to its suitability for the nature of this study and the achievement of its objectives. To collect the required data, a questionnaire that consisted of (30) items to measure the business continuity, and (15) items to measure the Organizational performance was used.

Results showed the importance of risk assessment, prevention, preparedness, response, recovery and learning on organizational performance during COVID 19 pandemic at Orange Jordan.

Results also showed that there is a significant impact of the effective business continuity plan on organizational performance during the COVID 19 pandemic.

The study recommended the need to implement a business continuity plan to insure high organizational performance at Orange Jordan, including the dimensions of the business continuity plan, and the need for more studies related to business continuity plan and its relation to different variables.

Keywords: Business Continuity Plan, Organizational Performance, COVID 19 Pandemic, Jordan Telecommunication Group (JTG)/Orange.