

## Business Resilience and COVID-19

June 23, 2020

1:00 – 2:15 PM

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The conversation around Business Resilience has always been of paramount importance. As companies work through the global COVID-19 pandemic, coupled with the expansion of digital commerce and the increasing complexity of supply chains, the conversation has taken new meaning and increased importance. This webinar will feature Ohio State's experience in helping companies develop new tools, processes and alternative approaches to enterprise resilience, with a focus on addressing supply chain vulnerabilities. Now more than ever, it is critical to build internal and external collaboration to reinforce the enterprise resilience ecosystem.



**Keely Croxton**

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Co-director, Full Time MBA Program



**Joseph Fiksel**

Professor Emeritus, Integrated Systems Engineering  
Former Executive Director, Center for Resilience

We live in an age of turbulence. COVID-19 is the latest in a series of unexpected disruptions that have cascaded across the globe. Technological, social, environmental and political changes are happening at a faster and faster pace—consider how smartphones have transformed our way of life since the iPhone was introduced in 2007. At the same time, climate change has spawned a new set of challenges.

The conventional practice of enterprise risk management is hard pressed to keep pace with these changes. Major disasters, natural or man-made, can occur unexpectedly. Even minor incidents such as a local power failure can cause significant financial losses due to the globalization of supply chains. To sustain shareholder value, companies need to improve their *resilience*—their capacity to survive, adapt, and flourish in the face of turbulent change and uncertainty.

Ohio State experts in supply chain management and systems engineering will show how businesses can build resilience capabilities in order to protect against a range of vulnerabilities. They will describe an innovative approach toward supply chain resilience assessment and management (SCRAM™) for any product or service business. The approach has been developed in collaboration with industrial partners, and was fully implemented by Dow Chemical for over 20 of its business units. Their experience has shown that resilience can not only mitigate risk but can also help to seize emerging opportunities.