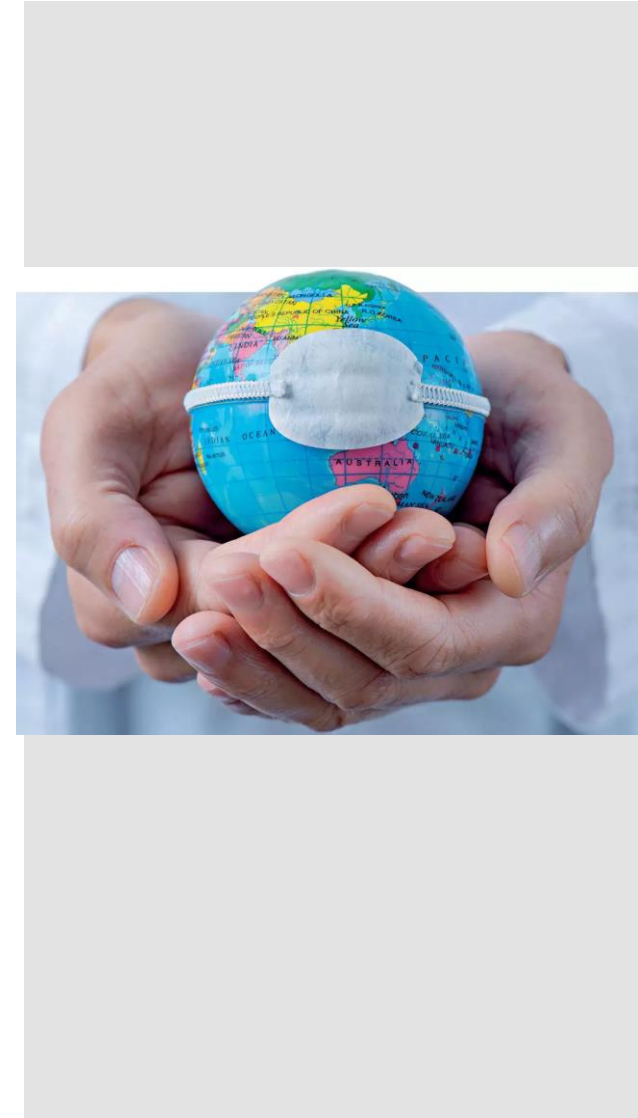


Building sustainable resilience through disseminating valuable information: Review of literature focusing on **Pandemic crises**

Author:

Shahrzad Yaghtin

syaghtin@univ-catholyon.fr



A hand holding a sign that says "Introduction". The sign is blue with white text and a white outline. The hand is orange and is holding the sign from the bottom left. The background is white with a repeating pattern of small, faint icons of a hand holding a sign. The entire image is framed by a teal border at the top and bottom.

Introduction

- Sustainable resilience enables companies to take a responsive approach toward their stakeholders and customers as well as society, especially during uncertain times, such as a **pandemic crisis**.

*We're all in this
together!!!*



A hand holding a sign that says "Introduction". The sign is blue with white text and is being held by a hand. The background is white with a blue border at the top and bottom. There are faint watermarks of a location pin icon and the word "Pikbest" scattered across the white background.

Introduction

- Sustainable resilience is known as the ability to maintain **desired system performance** while simultaneously considering the distribution of impacts and **sustainability pillars** (social, economic, and environmental resources).

Introduction



- In order to achieve sustainable resilience, it is vital for managers to have access to the **required information** for a quick assessment of the situation, and to plan mindful steps forward.
- Valuable information in uncertain times is not limited to **industry knowledge**, but may also include the firm's **situational awareness** in terms of society and people, their emotions, and fears.



Research Question

Which types of **information/content** can help firms build sustainable resilience during a crisis?

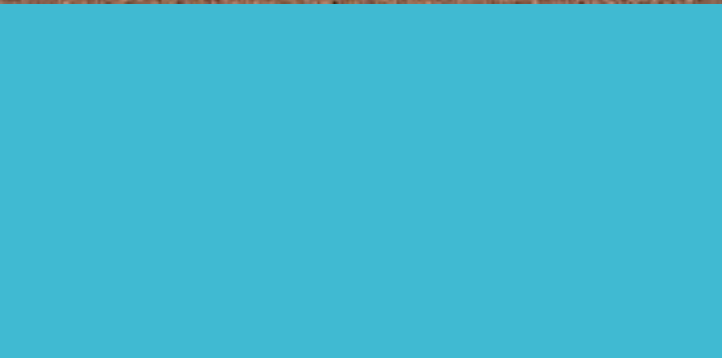
Research Objective



- The study aims to answer the research question by presenting a **framework** that illustrates the content types that may empower firms to build sustainable resilience.



- The review of **24 relevant studies** appearing in publication outlets between 2010 to 2022 was conducted in this research.
- A framework was created based on the main pillars of sustainability including **environmental, economic, social, ethical, and technological** aspects proposed by Lim (2016).



Journal title	ABS ranking	Number of publications	Weight %
Journal of Management	4*	1	4.17
Journal of Marketing	4*	1	4.17
Journal of Service Research	4	1	4.17
Industrial Marketing Management	3	7	29.17
Journal of Business Research	3	2	8.33
Journal of Business & Industrial Marketing	2	3	12.50
Journal of Service Management	2	1	4.17
Journal of Social Marketing	1	2	8.33
Marketing Intelligence and Planning	1	1	4.17
International Journal of Emerging Markets	1	1	4.17
Other publication	–	5	20.83
Total	–	24	100



Valuable content types	Relevant sustainability pillar	Author
Content related to the firm's resources and capabilities	Economic	Neusser, 2021; Yaghtin et al., 2022
Information related to products/services in digital showrooms	Economic/Technological	Cortez and Johnston, 2020; Chesbrough, 2020; Yaghtin et al., 2021
Interactive content for discovering new opportunities	Economic/Technological/Social	Habel et al., 2020
Content related to industry problems to explore proper solutions	Economic/Technological/Social	Chesbrough, 2020; He and Harris, 2020
Content related to innovative ideas and the usage of design thinking	Economic/Technological	Cankurtaran and Beverland, 2020
Information related to contingency plans	Economic/Technological/ Environmental/Social/Ethics	Obal and Gao, 2020



Valuable content types	Relevant sustainability pillar	Author
Content with high-quality data and analytics	Economic/Technological	Petrescu and Krishen, 2020; Dillon et al. 2016
Content related to risk communication	Economic/Technological/Social / Environmental	Brown et al., 2013; Krewski et al., 2011 ; Fraj et al., 2013; Kotler, 2011
Content for managing emotional responses	Social/ Ethics	Kim, 2013; Edelstein et al., 2020; Naumovska, 2020
Content that helps physiological preparedness	Social	Wang et al., 2018; Sharma et al. 2020; Naumovska et al., 2020
Content related to corporate social responsibility	Social/ Ethics/Environmental	He and Harris, 2020
Inspirational messages for reinforcing the sense of altruism	Ethics	Brooks et al., 2020; Naumovska et al., 2020. Yaghtin, 2021



- The changing nature of threats and opportunities during the crisis empowers business leaders and marketers to plan effective strategies, thereby as the first step, they should carefully assess the **multidimensional effects** of a crisis on the **business environment**.



- Compared to normal times, in **uncertain situations** (e.g., during a pandemic), **cognitive motivations** become predominant as ambiguity increases.
- As a result, in crisis situations people, and especially businesses tend to consume more **high-quality data** and **reliable information**.



- Business awareness is not only associated with **business environment awareness** but also **emotional awareness** should be considered as a crucial precursor for making wise market decisions and maintaining sustainable resilience, especially in complex situations.



- Indeed, dissemination of the human-centered content types (in addition to business-centered content types) can raise people and business awareness to **get through the crisis!**



- This research inspires managers to **re-think** the role of firms to contribute to **society** (in addition to their employees and customers) maintaining **sustainable resilience** in uncertain situations!

*Thank
you*



For further
information please
contact:

[syaghtin@univ-
catholyon.fr](mailto:syaghtin@univ-catholyon.fr)