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| Title | Business Continuity- Malaysian Small Business and COVID-19 Resilience Strategies | | |
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| Abstract |  |
| This study explores the financial behavior of SMEs in Malaysia in response to Covid-19. It investigates the relationship between a response approach, operational damage, and a business continuity plan. The sample is selected via simple random sampling, and demographic questions are included. The study bridges the gap between theory and practice, providing insight into the practices and preferences of SMEs. The results highlight the need for a flexible response approach, a procedure response orientation, and a business continuity plan to mitigate operational damage caused by COVID-19. The findings could benefit SMEs, policymakers, and researchers in developing effective strategies to address financial challenges during and after the pandemic. | |

**Please specify which Sustainable Development Goal (SDG) (s) falls under your research:**

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| Goal 1 | No Poverty | Goal 2 | Zero Hunger |
| Goal 3 | Good Health and Well-Being | Goal 4 | Quality Education |
| Goal 5 | Gender Equality | Goal 6 | Clean Water and Sanitation |
| Goal 7 | Affordable and Clean Energy | Goal 8 | Decent Work and Economic Growth |
| Goal 9 | Industry, Innovation and Infrastructure | Goal 10 | Reduced Inequalities |
| Goal 11 | Sustainable Cities and Communities | Goal 12 | Responsible Consumption and Production |
| Goal 13 | Climate Action | Goal 14 | Life below Water |
| Goal 15 | Life on Land | Goal 16 | Peace, Justice and Strong Institutions |
| Goal 17 | Partnerships for the Goals |  |  |

**Goal 9- Industry, Innovation and Infrastructure**