

Research Paper

The Impact of COVID-19 on the Business Events Industry in Malaysia

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Abstract: The aim of this study is to explore the impact of COVID-19 on the business events industry in Malaysia. This study is exploratory which is suitable for qualitative research, as the source is based on the understanding of the social context. Using the business events industry in Malaysia as the setting, the study adopted a phenomenological approach to acquire an understanding of behavior. Purposive sampling was used to select the study sample consisting of various stakeholders from the business events industry in Malaysia. Findings show that most of the business events in Malaysia have either been postponed or cancelled, while business models have been converted or re-strategised to provide essential services, and/or extend their services to virtual events. Findings also reveal other implications such as dismissal of contract employees, loss of revenue, and reduced wages. The study hopes to provide local governments and business industry professionals with a better understanding of the importance of improving their response and preparedness in the event of infectious disease outbreaks. This is critical for the business events industry, particularly due to its major contributing role in the local economy.

Keywords: Business events, impacts, pandemic, events management, crisis, COVID-19

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