

Wide Angle: Middle Eastern Geo-politics & Its Impact on International Business—The Neo-engagement Rule

Mohammed Saef Ul Arifeen

Riverstone Capital Limited, Dhaka, Bangladesh

Tasneem Tarannum

University of Asia Pacific, Dhaka, Bangladesh

Middle Eastern Geopolitics has been evolving with its contemporary counterparts for last five to eight hundred years of world history while its substantial impacts have been practically dominant on global trade and business since World War II. The descriptive article however narrates the neo-engagement rule via which international businesses have been being dictated by the mighty geo-politician players across the globe for last seven decades or so. The study conducted exclusive research and gathered evidences about the influences of geopolitics on international business, especially the fluctuating dynamics of oil and arms tradeoff between the allies of United Kingdom (UK) and United States (US) across the international business fraternity through various disrupting periods of recent history, which ultimately transformed the patterns of world trade and the connotation of “Islamophobia” across continents. The study further emphasized the trade mindsets for selling war in the name of keeping peace across the most vulnerable corners of the Mediterranean. The result of the study unearthed the truths and realities behind the lately designed deceptive label of “world peace”, in the name of profit-generating business goals through war-games among key imperialists of the post Nazi German era.

Keywords: neo-engagement rule, geopolitics, world peace, Islamophobia, Middle Eastern Crisis, international business

Introduction

Oil reserve, terrorism, arms, ammunitions, and geopolitics—These are hotspot issues of our current unstable world. The British addiction to tea came from the Chinese. This is such a severe addiction that the British Federal Reserve could not have stopped buying tea from China even though it was draining out their foreign reserves. Interestingly, the Chinese were not ready to trade tea for anything other than silver coins at that time. In black and white, the Chinese gave boxes full of tea leaves and took back tons of silver in return from Britain. Only the British would pay off, but the Chinese would not give anything of value in return—how could this possibly be, especially with the British who were the best businessmen in the pages of three hundred

Mohammed Saef Ul Arifeen, MBA in Finance, Head of Internal Control & Compliance, Riverstone Capital Limited, Dhaka, Bangladesh.

Tasneem Tarannum, MBA in International Business, Assistant Professor, Department of Business Administration, University of Asia Pacific, Dhaka, Bangladesh.

Correspondence concerning this article should be addressed to Mohammed Saef Ul Arifeen, Head of Internal Control & Compliance, Riverstone Capital Limited, House 10, Road 6, Block C, Banani, Dhaka 1213, Bangladesh.

years of colonial history. As a consequence, both parties paid for a good trade in between. The English theory was—If you still don't buy anything from us, then we would create a situation where you would be bound to pay off. So the British exported opiums to the Chinese people in exchange of tea leaves. It was rare to draw up such adroit tradeoff policy at that time except the British. Due to this ingenious decision, a tiny country called England became the owner of half of the world. In 1858, almost four and a half thousand tons of opiums were exported to China, which is equivalent to today's production for 10 years in the whole world (McCoy, 2000). Finally, the silver coins of China returned to the British treasury as a consequence of this magnificent trade-off. This is called engaging the trading partner into a business deal forcefully while tempting with multi-purpose benefits in return. What an engagement rule this was! If you understand this tradeoff cycle for tea verses opium at that time, what we see as the root of neo-engagement rule for international business, then you will realize the contemporary international business dimensions of 21st century geopolitics across the globe with a slight changed pattern of the "product", which is "war" itself. The way the key business players involve their trading partners forcefully into a business transaction and the way they sell their objectives with deception to their target buyers are a sheer art of business intelligence. Hence, it is stated as neo-engagement rule in this article. In this process, misleading perceptions like "Islamophobia" came into existence with an irrational and ideologically provoking concept on "Islamic terrorism" while terrorism in true sense has no color, religion, social value or background. This rise of so called Islamic terrorism has been portrayed unanimously across the civilized societies of the West to target the rising muslim populaces, especially the motivated muslims post revolutionary ages of Islamic Khilafat in the early twentieth century. These terms were bi-products of the neo-engagement rule by the once colonialists and then imperialistic giants of the post nuclear revolution, whereas trillions of money have already been invested at its backbone. Let us take a look from a wide angle on Islam, Islamic Terrorism, and Islamophobia now.

By the mid of 20th Century it was clearly evident that oil had become the key mineral resource for the upcoming few generations on the globe. Dramatically, most of this liquid gold was preserved underneath the Middle Eastern maps. Who would think that the super powers like Britain and America would have depleted their treasury for these middle-eastern oil reserves? Hence they applied the neo-engagement rule yet again, and made the Arabs addicted to something, which could be easily exported from the other side of the Atlantic. What is this "something"? Historically the Arabs are fighting nations. Centuries of existential crises among many ideologically distinct groups and beliefs, slower economic growth until 20th Century as well as a very challenging and extreme climate pattern at different parts of the Arab territory altogether turned them into born-fighters for thousands of years. So, naturally exporting "war" to these arrogant Arabs would be much too easier than even selling bananas to them. War is something that had been in their veins for thousands of years. In order to export this product, the West needed to disunite and disengage them as well as make them fight against their brothers in the name of sects, beliefs, norms, geography and what not. This addiction is far too menacing compared to addiction on opium or any other drugs. A feature by "Green Peace" last year on "how guns and oil dominate UK Saudi relationship" says, in 2015 Britain paid Saudi Arab 900 Million UK Pound for oil import and in return, until October 2015, Britain sold arms and ammunition to Saudi Arab for a total of 872 Million UK Pound (Sandler, 2019). What an amazing balance off this was! This is called engagement rule. The rule is applied even if you are not interested to fall into this trap.

Significance of the Study

The study explores the nature and impact of geopolitical modus operandi on global business fronts via neo-engagement rule by the imperialists of the post Nazi world. The revolution in doing businesses across the globe from direct tradeoff to indirect exchange of ideology and objectives in last hundred years, has been evolved to a new height, where the imperialist super-powers expanded their supremacists' dogma over their foreign partners through engaging them forcefully into a synthetic war-fare and thus, sell arms and ammunitions to their partners in the process while earning petro-dollar in exchange. This has been the transforming era of global business where the weak has always been a victim of its stronger counterpart. No negotiation, mediation, or global cooperation can ultimately safeguard the interest of the weak. This study highlights the aptitude of business engagement model and how it has evolved in last five hundred years. Many studies have been conducted on the impact of geopolitics on international business however, the modus operandi of the neo-engagement rule is an area that requires more research. It is with this pressing need that the following study has been chosen.

Research related to business ecosystems is allowed to broaden the knowledge on the complex interaction among: pioneer entrepreneurs, formal and informal networks, infrastructure, culture, risk capital, research universities and governmental support for business by providing incentives and simplifying regulations (Abbate, Accordino, La Rocca, & Rupo, 2017). It is recommended to extend the list with the issue of optimizing the use of human capital, as attempted in this article.

Literature Review

“Middle Eastern Crisis”—a few generations in last hundred years have grown up with absorbing the news. We used to listen to similar news like “crisis in west bank and Gaza” in our childhood TV channels almost every alternative day. This crisis in middle-east started with ages-old animosity between Israel and Palestine. The seed was planted by the British when they promised to give the holy land of Jerusalem and its neighboring areas to three parties during World War I (Ginat, 2018). The same holy land was promised to the native Arabs, and to the Jews who were left out from Europe as well as part of it to the French. Before everything would have been settled properly, thousands of European Jews were coming into Jerusalem and its neighboring locations through sea. After World War II, this trans-continental group grew into millions. These Jews had carried their fresh memories about torture and anguish by the German Nazi, and six million Jews were slaughtered ferociously during World War II. Many of them were taken to torture cells for terrifyingly pervert experiments by the Nazis (United States Holocaust Memorial Museum, 2019). “A land of their own”, “a promised land”—are all that had dragged these Jews to this holy land of Palestine, which became Israel later on. Previously, for thousands of years the Arabs had been living peacefully with the Jews in this land. A conflict with your neighbor only becomes intense when the wall of your neighbor's house reaches inside your house. This simple matter has evolved into a complex situation in the Middle East in course of time. The hospitable Arabs welcomed these distressed Jews initially with extended brotherly arms. But as time passed by, the Arabs were forced to leave their lands for these guests. Both the nations, Arabs and Jews were forced to leave their own home-lands but in different contexts. In course of fatal time, now these Arabs are captive in their own homeland, while the Jews became their oppressors with the help of the West. For survival, the Palestinian Arabs started attacking the invaders secretly in self-defense. As a result, the world invents a new term to

mobilize this ethnic racism in the name of “Islamic terrorism”, which has incredibly been rooted from this chapter of human history. Crypto concepts like “Islamophobia” were invented from this basic misconception of land invasion by the Europeans and the Americans, who changed the world map many times since World War I.

This was initially a conflict of land-mass, which had no relation with Islam or any other religion or until even a few years later, but in course of time it has become a conflict between Islam and the rest of the world. In the Palestinian peace movement for regaining their homeland, there were many land-less Arab Christians involved primarily. That fight gradually changed its shape and took today’s shape of so called “Islamic terrorism” by the Palestinians who were once the land-owners, but later on, have been being thrown out from their homeland. Subsequent questions arise in our minds—(a) who changed this picture into this new shape and why? (b) who created and pampered “Al-Qaeda” to defeat Russia in Afghanistan? (c) who will take the blame for creating Islamic State of Iraq and Syria (ISIS) due to an erroneous war in Iraq? They are those, who had to sell a load of arms and ammunition to the Middle East and fill up their hunger and business interests. They kept engaged in bloody fights with the Arabs and the middle-eastern nations in terms of sects, norms, beliefs, and religion, such as the conflict of Shia and Sunni Muslims, the conflict in Syria, Lebanon, Libya, Iraq, Sudan, Yemen, Afghanistan and so on. They did not even spare Qatar for running an independent and impartial News Channel “Al-Jazeera” in the Gulf region, where most of their international episodes have always been nakedly reported with harsh truth and reality.

Methodology

This is a qualitative descriptive research that highlights the basic three areas of modern international business strategies—(i) the forceful induction of business through deceptive ideological objectives by the imperialists; (ii) association of armory business to reincarnate their economic backbone as well as the use of worldwide media to establish their supremacists’ ideology across the globe; (iii) to conquer the liquid gold from the middle eastern economy and thus sustaining the western economic growth through increasing petroleum reserves. The methodology carried out in this study includes but not limited to review of important and related studies, theories and episodes dividing the Middle-Eastern Geopolitics in various time frames and simultaneously mentioning the drastic influence as well as the far-fetched consequence of such events on international business. Opinions of historians, theorists as well as influential publications have been included to give a wider perspective of these events to the readers.

Results/Findings

Whatever strategy we have been hearing in the name of peace talks or solutions to middle eastern Geo-politics—have always been sheer eye-wash wrapped with political motives at their core. The front-line leading businessmen mostly from the Jew community and based in the US are always very allergic to this never-ending journey to peace in the Middle East. This community not only controls America’s national cabinet and interests but also influences their economy at large. On the other hand, American economy is largely based on the growth of revenue of their mainstream armory business and associated companies, those are involved with world-wide armory trades, specially in the Middle Eastern blogs. In BBC documentary series “History of the World”, Andrew Marr shocked the world at one point when he showed that this world does not want peace, it wants war in fact (BBC Documentary Series, 2012). For war is real business. No one wants to

buy a thing called “peace” when it costs penny. This has been a strange cycle among war, peace, and business in the whole world. Stockholm International Peace Research Institute is very famous for such researches. With reference to one of their features, the “US Today” mentioned, the top 100 arms businesses had earned 410 billion US dollars in the year 2011. Anyone will be astonished to know that the top 10 arms companies control the 50% of the whole armory businesses of the world. Seven of them are American ones. They are Lockheed Martin, Boeing, Raytheon, Northrop Grumman, General Dynamics, L3 Technologies, United Technologies and three from Britain and Europe. They are BAE Systems, Airbus and Thales. They control and mobilize not only the armory business but also the war ideology throughout the world. They are very efficient in lobbying the governments into starting a war with any country in any part of the world. They are present in every corner of the world. Only a war can boost up their national economy through higher revenues in armory business. These companies use politicians most often. They spent 166.4 million US dollars while lobbying the US Politicians and Senate members in the name of donations in recent years (The Stockholm International Peace Research Institute, 2019).

Today’s Geopolitics of Iraq, Iran, Syria, Lebanon, Saudi and its allies in big picture got the notoriously destructive shape due to Senior Bush’s forceful start of an endless war in the Mediterranean in 1990’s. After Iraq invaded Kuwait in August 1990, George H. W. Bush imposed economic sanctions on Iraq and assembled a multi-national coalition opposing the invasion. The Malta Summit convened a meeting between the US president George H. W. Bush and Soviet general secretary Mikhail Gorbachev, which took place on December 2-3, 1989, just a few weeks after the fall of the Berlin Wall. It was their second meeting following the one that included Ronald Reagan, in New York in December 1988. The US has been involved in different types of military conflicts since World War II. The US formally declared war in various names against foreign nations during the Gulf War, for example, Operation Desert Shield, Operation Desert Storm, and Operation Desert Sabre, etc. The nature and typology of invading foreign land by US military in the name of various causes and motives have been changed since then. In the process, the Arabs also learnt how to protect their lands from invaders through various proxy wars across these regions. The Iranians took this art of proxy war into a different height while they fueled the patriotism of general Arabs and as a result, militia groups like Hamas, Hezbollah and Nasrullah have come into the picture in the Shia Islamic front. On the other hand, since most Muslim Sunni faculties were supported by western investments, ideological groups like Al-Qaeda, Muslim Brotherhood, etc. were patronized under the able leadership of Saddam Hossain, Gaddafi, Bin Laden, Mullah Umar, General Musharraf, etc. not only to fight against the foreign invaders but also to resolve their existential crisis with the already powerful Shia militia groups. By then, it was quite impossible for the NATO military to run targeted operations within that area, and as a result, the US kept on getting entangled in a never ending clean-sweep mission in the whole middle-east for last twenty years or so. This was an endless journey for them although they miscalculated their part of maneuvering specific military operations at target places, people, and powers.

Instead of negotiation, the US Republicans have started wars that they could never finish. And the democrats followed their pathways through secret agenda in the name of “peace talks” and “nuclear deals”. The rest of the world waited to watch the result, which was never to come true. Now it is clear that these Republican story-tellers hypnotized the whole world with their stories on Saddam Hossain and his link with weapons of mass destructions. It was the same with Gaddafi of Libya and Morsi of Muslim Brotherhood in Egypt. The interesting fact is that, while removing all these erudite Sunni leaders from North Africa to Middle East Asia,

they eventually stimulated a big void of Sunni leadership in this region and consequently that void has been filled up by the Shia rulers of Islamic republic of Iran in no time. Meanwhile, countries like Lebanon, Syria, Iraq, Yemen, and many militia groups like Hezbollah, Nasrullah, etc. who are experts in proxy wars in these regions joined this leadership development program immediately. Now the republicans, Israelis and the NATO are realizing the fact that they have given too much space to Iran who has been controlling not only the Middle Eastern Geopolitics but also the Suez Canal and the Strait of Hormuz with a very efficient navy seal. The Strait of Hormuz is the world's most important oil chokepoint because of the large volumes of oil that flow through the strait. In 2018, its daily oil flow averaged 21 million barrels per day (b/d), or the equivalent of about 21% of global petroleum liquids consumption. About 17.2 million bpd of crude and condensates were estimated to have been shipped through the Strait in 2017 and about 17.4 million bpd in the first half of 2018, according to oil analytics firm Vortex (Alexandra, 2020).

All these wars in last 55 years have a clear link with trading of oil, arms, and ammunitions. Let us pick the war against Saddam Hossain for an example. The mostly benefited party in Iraq war was an American company named Halliburton. Halliburton gained \$39.5 billion in federal contracts related to the Iraq war. Mr. Dick Cheney was the CEO of this company from 1995 to 2000 (Rosenbaum, 2004). Then he became the vice president of America in 2001 leaving his earlier designation. Although CNN flashed out that during his vice presidency, Mr Cheney regularly received an annual fee of 0.15 million from Halliburton. This same Dick Cheney told during Senior Bush regime that a war with Iraq will not be fit for purpose and it will bring devastating consequences. Then he joined Halliburton and changed his view. During his term, America invaded Iraq and massacred millions of lives as well as thousand years old Islamic civilization there. The million dollar question is—on whose behalf, he was playing the role? As American foreign policy never changes drastically with the change of power between the two party democracies, Mr. Donald Trump walked on the same trail as his predecessors. No wonder the consequences of last few incidents in the middle-east will surely bring a hugely devastating crisis, if not an ethnic warfare. The US lobby of Israel has been pushing hard to find, correlate, and accelerate business ties with their middle-eastern oil rich allies. Now the US brought back the British “Divide and Rule” policy while they tied up UAE with Israel but dissociated with the Muslim world as a consequence. Subsequently, the Saudi-ties with Israel were in the process but failed to develop at the last moment due to the reactions in the middle-eastern countries. None can forget that in last 30 years in order to defend the existential crisis, the Iranians have developed incredible off-shore proxy war mechanism that do not require any direct on-site leadership.

Mr. Trump's first international tour as a president was to Saudi Arab, a leading Islamic country, while he came into power by slapping Muslims and their values with his tongue—a camouflage. He was the chief guest in the Islamic summit led by the Muslim countries in Saudi Arab, then. He vomited a lot of fallacious hopes on solutions to the Middle Eastern peace process at that time. Then he made the Saudis sign a 110 Billion armory contract with the US. His son-in-law Mr. J. Kushner negotiated this deal between the Saudis and Lockheed Martin in US (Landler, Schmitt, & Apuzzo, 2017). The armory-sale in Europe has dramatically fallen in last few decades. On the other hand, it has been increasing furiously in the Middle East and in parts of Asia in recent past. While the armory import has been increased by 275% in Saudi Arab in last five years, the same has been decreased by 41% in European states within this time frame—as featured by “The Guardian” (Manolache, 2019). “The New York Times” featured a news headline on 18 April of 2015: “The Sale of US Arms fuels the Arab War”. Thus, the question arises—why on earth a big fat oil-rich country like Saudi Arab needs to battle

with poor and tiny Yemen (Huti rebellions) and serves whose interest in this matter? Remember the thumb rule: Only war can ensure business to armory corporations. Without a continuous war system, why should the Saudis buy arms and ammunition from the US?

Conclusion

If there is peace on earth, then there will be no armory deal and arms sale anymore. As a result, arms production will slow down. This is an easy equation. So it is very important to increase and enhance every opportunity of tension worldwide. There are many more business calculations as well as opportunity costs need to be calculated. More decision making will be required related to getting involved in numerous types of proxy wars on foreign soils, specially in Syria, South Sudan, Yemen, Iraq, Egypt, Libya and other corners of the Mediterranean. Creating random interests as well as chipping into invasion programs in the name of “fight against terrorism” are common and known geopolitical tactics nowadays. Different areas are infiltrated with different types of war viruses. Once upon a time, this earth was boiled up with tablets of “nationalism” and nowadays these armory businessmen are using “religions” and “ethnicity” to create conflicts and wars in the whole world. The person who is sacrificing his life for a holy war, does not even know that he is just a front soldier of a chess board, who needs to be sacrificed on the first go, and this is a usual chess tactic.

A strange animation movie called “Monster Inc.” produced by Pixar Animation Studio and distributed by Walt Disney in 2001, once showed an even stranger concept. In the kingdom of monsters, the main fuel to generate energy is “fear”. The amount of energy produced by terrifying the children were the main source of fuel for running all the mills and industries in that monster land. One fine morning, it has been revealed that more energy can be produced if the children had laughed out louder instead of being frightened. And from then on, the Monster Inc. company started to make the children happy and made them laugh out loud. If the real Monster Inc. of our world could also realize that peace can generate more energy and money than war, only then we could see a rational peaceful world. What else can we expect and do, except waiting and watching the news feeds of the current Monster Inc. people?

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