

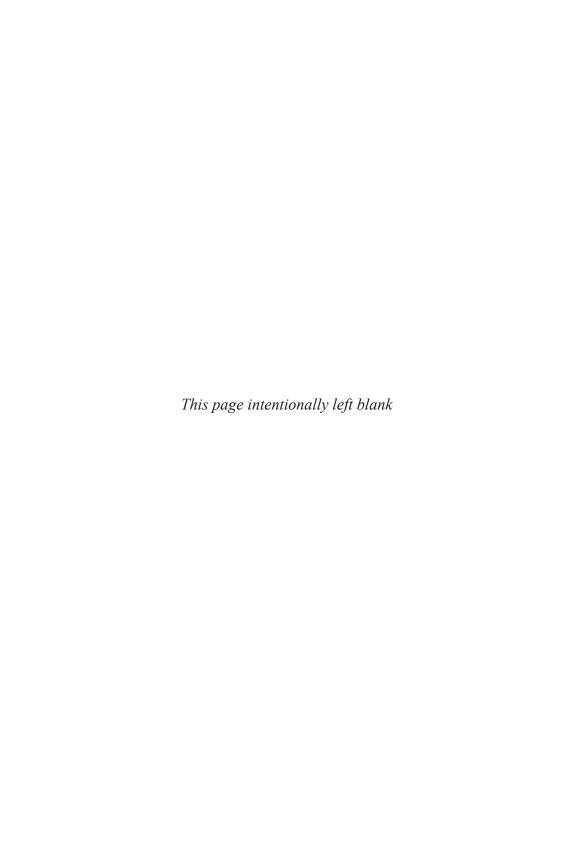
The New Silk Road leads through the Arab Peninsula

Mastering Global Business and Innovation

Edited by

Anna Visvizi • Miltiadis D. Lytras • Wadee Alhalabi • Xi Zhang

THE NEW SILK ROAD LEADS THROUGH THE ARAB PENINSULA



THE NEW SILK ROAD LEADS THROUGH THE ARAB PENINSULA: MASTERING GLOBAL BUSINESS AND INNOVATION

EDITED BY

ANNA VISVIZI, MILTIADIS D. LYTRAS, WADEE ALHALABI AND XI ZHANG



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Acknowledgments

This edited volume reaches the audience at a time when the notion of trade wars is back on the agenda and the value of trade liberalization is contested; when doubts about the value of multilateralism mount and the clout of international organizations and the achievements of multilateralism are openly questioned. A quiet reshuffling of power and spheres of influence is taking place in the global forum. At the same time, the debate on the emerging global order is restrained by the conceptual and cognitive confines of an era that had passed by now. In this context, the Belt and Road Initiative (BRI) poses a variety of conceptual challenges too. The modes of its implementation that – essentially – tap into nascent developments and opportunities only add to the explanatory challenge BRI creates. This is fertile ground for confusion, misperception, and bias to step it. Set against this backdrop, the objective of this volume was to add to the debate on BRI, by focusing on selected aspects of this unique initiative, and therefore encourage a more informed debate on what BRI is and what it represents. The unique value added of this volume is that it considers the case of the Arab Peninsula more carefully than any other publication on BRI does.

The Editors of the volume, serving also as researchers and lectures, sought to deliver a volume that would be useful and usable for students and professors, while at the same time appealing to professionals in the fields of business and policymaking. Accordingly, the structure of the volume and the format of the chapters lend themselves to self-study as well as to in-class discussions.

We, the Editors, are grateful to all contributing authors, by now our colleagues and friends, who responded to our invitation to join this project. We would like to thank all contributing authors for their hard work, patience and diligence. We are grateful to the Publisher and the entire team that dealt with the book content, including the arduous process of having the paper work done, typesetting, and making the book look as terrific as it does.

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