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

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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, and arms armaments—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 years of colonial

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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 the current 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 in 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 addition 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 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 these 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 the European left out Jews as well as part of it to the French. Before everything could have been settled properly, thousands of European Jews were coming to 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 Israel. 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 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 only in Gaza and West Bank, while the Jews became the oppressors in their mother land. 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 became 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 techniques—(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 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 comprised to give a wider perspective of these events to the readers.

Results/Findings

Whatever we have heard in the name of peace talks or solutions on Middle East are all eyewash. Some front-line leading businessmen majorly from the Jew community living in America are very allergic to this never-ending wound also control their national cabinet, interest as well as economy at large. 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 Communication, and United Technologies and three from Britain and Europe. They are BAE Systems, Airbus and Fin Mechanical. 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 get 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 to the invasion. The Malta Summit comprised 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 a meeting that included Ronald Reagan, in New York in December 1988. The U.S. has been involved in different types of military conflicts since World War II. The U.S. has formally declared war against 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 conducting 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 the 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 and arms ammunitions. Let’s 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 won’t 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 recently. 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, 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 Muslim countries in Saudi Arabia then. He vomited a lot of fallacious hopes on solutions to Middle Eastern Peace 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 Middle East and in Asia in recent past. While the armory import has been increased by 275% in Saudi Arabia 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 needs to battle with a 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. 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
tensions. There are many more business calculations. Much more decision making, mostly related to getting
involved in proxy wars on foreign soils and so on. 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 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 make them laugh out loud. If the real Monster Inc. of our
world could also realize that peace can generate more energy and money than warfare, only then we could see a
rational 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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