

Preface

INTRODUCTION

Cross border business transactions have become increasingly important due to new norms of doing business. Cross border business has led to the emergence of multiply business opportunities and challenges to various stakeholders. Such global reality cannot simply be ignored, thus business entities that operate across national borders need to fully employ global strategies in order to compete and survive in the dynamic global environment. In fact, businesses need to have a wider world view when conducting business across the border. The future growth of global businesses depends on many crucial aspects such as managing and recruiting global workforces, developing effective international marketing strategies, coordinating global supply chains and operations, introducing innovative sales tactics, utilizing information technology, and many others. In this light, businesses need to employ a synergistic approach to manage cross border transactions -- mainly comprising of internal and external elements. Additionally, businesses are also required to engage with state and non-state actors whenever they design their business policies and strategies to deal with the turbulent global business challenges lying ahead of them.

OBJECTIVE

The book aims to capture the multi-faceted outlook on international business phenomena particularly when cross border businesses were severely affected by the worldwide pandemic. The book brings the perspectives of the communities, consumers, employees, businesses, producers and many other stakeholders regardless of their home country. The investigation includes both developed and developing countries. From here on, there are new economic, socio-cultural, health-related, well-being and many more challenges which have emerged when operating under the new norms. This publication could provide comprehensive coverage within these areas.

TARGET AUDIENCE

The book aims at a general readership as well as scholars with profound interest in cross-border and international business disciplines. This book is an excellent resource for entrepreneurs, executives, managers, and businesses intending to expand into cross-border markets. The materials offered in this book are ideal for academics and undergraduate/postgraduate students who requires a complementary

book and resources to debate relevant concerns and challenges faced by global business entities based on the vast range of themes covered here.

The book is also appropriate for class discussions since it is customized to issues covered in courses such as international politics, international business, and so on. Furthermore, we provide this book as a resource for scholars and business executives as practitioners who require both theoretical and practical elements in studying the subject matter relevant to business and political viewpoints in addressing globalisation concerns and challenges.

We present this book as a resource for business executives seeking a practical understanding of the subject matter in three areas relevant to enabling and attaining sustainable global business operations. This will serve as a guide for multinational organisations with a transnational structure comprised of heterogeneous teams and a diversified workforce from any sector or industry. The book is primarily focused on managing multicultural environments in the context of international business and management practises.

OVERVIEW OF THE BOOK

This book consists of 18 chapters that encompass a wide range of topics involving myriad perspectives that affect business across the globe. The selected authors come from ten countries and are affiliated to multidisciplinary faculties such as business and management, international studies, international business, marketing, tourism, entrepreneurship, political science, economic, commercial and management, engineering, and industrial management. A brief synopsis of each chapter is presented accordingly as the following.

In Chapter 1, Wahid and Ismail discusses on the pertinent issues and strategies in reconciling the Malaysia-Eu palm oil discord. The EU has decided to phase out imports of palm oil used in biofuels into the EU by 2030. This affects people in Malaysia who rely on the palm oil business for their livelihood. Thus, their chapter presents the political processes that generate policy interventions aimed at defending palm oil trade with the EU alerting that economic decoupling and direct conflict may exacerbate the problem, weaken bilateral relations, and elude good improvements in the palm oil business. Next, in Chapter 2, Arshad and colleagues began to look at branding through online social networks, and how impacts on export market. They noted that the hurdles to entering a foreign market have been dismantled by greater internet connectivity. As a result, there is virtually endless potential to expand a company abroad. Every company that wishes to export should aim towards market-driven, long-term, and sustainable exporting.

In Chapter 3, Saad and team looked at the South Korea Film-Induced Tourism and how the K-Drama becomes a determinant factor for Malaysian tourists. Their results show that collaboration for the development of heritage tourism should be linked to the national identity and replicated through dramas similar to K-dramas. universities should work closely with other stakeholders to produce high-quality films for international distribution. Given such understanding, under Chapter 4, Ramlee looks further into the early internationalizing of small medium firms and how they aim at conceptualization the concept of internationalisation for new ventures (IJVs). Such nature of international new ventures (INJVs) and born global has become a new entity entering the global market and rapidly evolved to catch up and maintain its pace with international new ventures.

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Apart from business, human resource is equally an important asset to be considered. Thus, under Chapter 5, Ramalu and Malik looks further into the case of academic expatriates in Malaysia. The chapter discusses and aims to provide greater understanding about the nature and motivation for expatriation which will have significant implication on the international human resource management policies and practices. This chapter begins with explanation about the concept of expatriation and expatriate. This is followed by comparison between organizational expatriates and self-initiated expatriates. Another aspect is on the impact of terrorism on trade in Nigeria and Chad, thus the subsequent Chapter 6 is written by Terwase and colleagues who look into *The Boko Haram* conflict started in Nigeria from a city in the north-eastern part of the country known as Maiduguri in 2009 during the administration of President Umaru Musa Yar'adua. It was a new thing to Nigeria considering the fact that the country was yet to witness terrorism and its activities. The objective of the chapter is to draw the impact of terrorism on trade with specific attention to Nigeria and Chad.

Chapter 7 elaborate antecedents and consequences of international joint ventures' knowledge acquisition: Under this chapter, Elhachemi studied on the establishment of international joint ventures (IJVs) in open-oriented markets as a vehicle for knowledge acquisition. Our findings show that absorptive capacity and transfer mechanisms are positively and significantly related to knowledge acquisition of the IJVs. however, knowledge management practices and environmental uncertainty are not significant. in addition, the relationship between IJVs knowledge acquisition and innovativeness is significant. Thus, this bring into discussion of the spread of cross-border high-tech manufacturing component goods in international trade integration.

Chapter 8, Sari, Islamiya and Restikasari examine the spread of cross-border trading in determining the firm's production in high-technology manufacturing industries in Indonesia. The spread of cross-border trading in the model is measured by export intensity and alternatively is measured by vertical trade integration. his evidence proves that the pattern of cross-border international trade of high-technology industries shifted from exporting finished goods to exporting fragmented products. The export intensity variable is no longer representing the international trade when the firms break-down their production process. The usage of export intensity variable in firms undertaking the vertical trade integration would lead to a misleading conclusion.

For Chapter 9, the research team look into the study based on the sustainability analysis of Sino-Brazilian bilateral trade. Yu, He and Sampat apply - a case study of the 2020 global epidemic event that disrupt business in late 2019 has undoubtedly had a huge influence on the global economy. This chapter takes the interruption of international trade in the context of epidemics as the main research subject, using the change in Sino-Brazilian trade as a case study. From the international management perspective, this chapter will investigate how this epidemic affects Sino-Brazilian cross-border trade and business practices. Likewise, for Chapter 10, Hashim and colleagues looked into other geographical markets to cross-examine: Portfolio Investment in Malaysia and Saudi Arabia: Effect of graham stock selection on return on investment. Their study discussed the strategies that investors took to lower the risk of investment while maximising its return. The study concludes that the model of stock selection remains beneficial and indeed valuable to regional investments.

Amidst of the condition on international trade fairs and initial impacts of Covid19 on international cases in Dubai, under Chapter 11, Can and Canli mentioned that participating companies introduce their products to potential buyers, perceive their reactions, communicate face-to-face with them, and closely observe their competitors. It seemed that the Covid19 pandemic in 2020 affected the exhibition sector where only fair activities have adapted quickly and started to be organized in the virtual world. This

study examined the literature and analyzed the Dubai's exhibitions' statistics thoroughly both before and after Covid19. The authors' goal is to find out if physical exhibitions maintain their importance despite technological developments.

Different context and culture introduced different skills acquisitions. For example, Adeniyi and colleagues concurred that skill acquisition acts as a panacea for economic development in Nigeria. Following up to the discussion, under Chapter 12, Adeniyi examine the extent to which skill acquisition would influence economic development in Nigeria. The aim was followed through till one incident. The result of the study revealed that skill acquisition program has a positive and significant effect on the ability of students of technical colleges in southwest, Nigeria to be self-reliant at graduation; skill acquisition program has a positive and significant effect on the ability of students of technical colleges in southwest, Nigeria to produce goods for local consumption. Now that we understand about knowledge exchanges, sharing and ownership, as such: the more we are trusting each other, business could be leverage on other account/aspects.

Under Chapter 13, Sa'id express his thoughts on the impact of market orientation, entrepreneurial orientation and relationship orientation on international performance of SMEs. It is expected that the relationship between strategic orientation and SMEs international performance is empirically inadequate, specifically in a developing country. this study focuses on the effect of three dimensions of strategic orientation, namely market orientation, entrepreneurial orientation, and relationship orientation on the international performance of SMEs applying the theory of resource-based view. The study is quantitative and using the data collected from 296 managers of SMEs operating an international business in Nigeria. The authors revealed that entrepreneurial orientation, relationship orientation have a positive effect on firm international performance. on the other hand, market orientation has no significant impact on a firm international performance. the authors explain the managerial contribution of study finding and provide future research suggestion.

Interestingly, under Chapter 14, we have witnessed the growing population and scientific communities which looked into the issue of Silk Road Trans-Caspian East-West-Middle Corridor Initiative and Baku-Tbilisi-Kars Railway Line: Impact On International Trade. Albayrak and Celik mentioned that the east-west middle corridor (middle corridor) with the caspian transit, which starts from turkey with the Baku Tbilisi Kars railway line, reaches the caucasus region, from here over the Caspian Sea through Turkmenistan and Kazakhstan, to Central Asia and China is one of the most important components of historical silk road resuscitation project. with this study, the contribution of Baku Tbilisi Kars railway line and kars logistics center, which is the european and turkish gateway of the middle corridor, to the silk railway in terms of international leasing.

Under Chapter 15, Shaikh and Zakaria explores cultural factors impacting female digital entrepreneurs in underdeveloped countries through a comparative analysis. This chapter aims at understanding the cultural influence on female digital entrepreneurs in underdeveloped countries. Besides, the possible effects of cyberostracism by integrating the significance of culture and its influence on females providing a holistic view of how women with entrepreneurial desires experience challenges due to the identified existing gaps in underdeveloped countries. besides sociocultural dynamics, education is a factor observed to be extremely impactful. basic and digital literacy, both are considered essential to progress in conducting businesses across borders. In this study, a comparative analysis on female digital entrepreneurs of the Asian and European region is conducted, based on the view of a collectivistic and individualistic society, concluded by providing a framework to minimize gaps and establish an environment for women to pursue digital entrepreneurship in their societies, mitigating the possible effects of cyberostracism.

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Notably, that Covid-19's impact on tertiary institutions in Nigeria and its effect on internally generated revenue challenges and opportunities. In Chapter 16, Onileowo, Muharam and Ramliy addressed COVID19 impact on tertiary institutions in/Nigeria and its effect on internally generated revenue. They highlight the importance of e-learning in a time of global pandemic and national disaster, its challenges, and opportunities. Covid-19 has a peculiar but unprecedented impact on the education sector, affecting over 1.5 billion students worldwide, resulting in revenue loss to institutions, especially those relying on tuitions and using typical face-to-face teaching methods. Nigerian students and those from other West African countries were marginalised. There is a critical need for reflections and future directions for green maritime supply chain in Malaysia.

In Chapter 17, Jasmi and his other three different scholars came on board to discuss on the maritime sector and shipping industry that have been argued to be effective drivers of international trade. Internationalization has become a strategic business plan by entrepreneurs and industry players to expand the business, especially when their business was already established in the domestic market. however, current international laws began to be tightened by requiring each exporting and shipping firms to implement green sea transport practices and documentations. a limited number of empirical-based evidence has forced the maritime practitioners to conduct business without clear green concepts knowledge and availability of best business practices to be benchmarked.

Finally, under Chapter 18, the study's two primary goals are to determine the main travel motives of Malaysian backpackers and to examine the variations in travel motivations across three categories of backpackers: first-time, repeat, and serial. The results were collected using a self-administered online survey adopting a convenience sample technique. Stimulation is the most crucial factor motivating backpackers, while recognition is the least important. the study also found that backpackers' motivation varied with travel experience. The authors concluded that future research should focus on non-western motivators impacting backpackers. there is a need for more research on Asian tourism, notably Malaysian backpackers at various stages of their travel careers.

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