

# **A Social Marketing Imperative for Global Peace**

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**Faculty Development Leave Presentation**

**Texas A&M University Corpus Christi**

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# Presentation Outline

- Presenter introduction
- Project description
- Results/outcomes of the leave
- Project contribution in research, teaching, society, etc.
- Future strategy for FDL applicants
- Conclusion

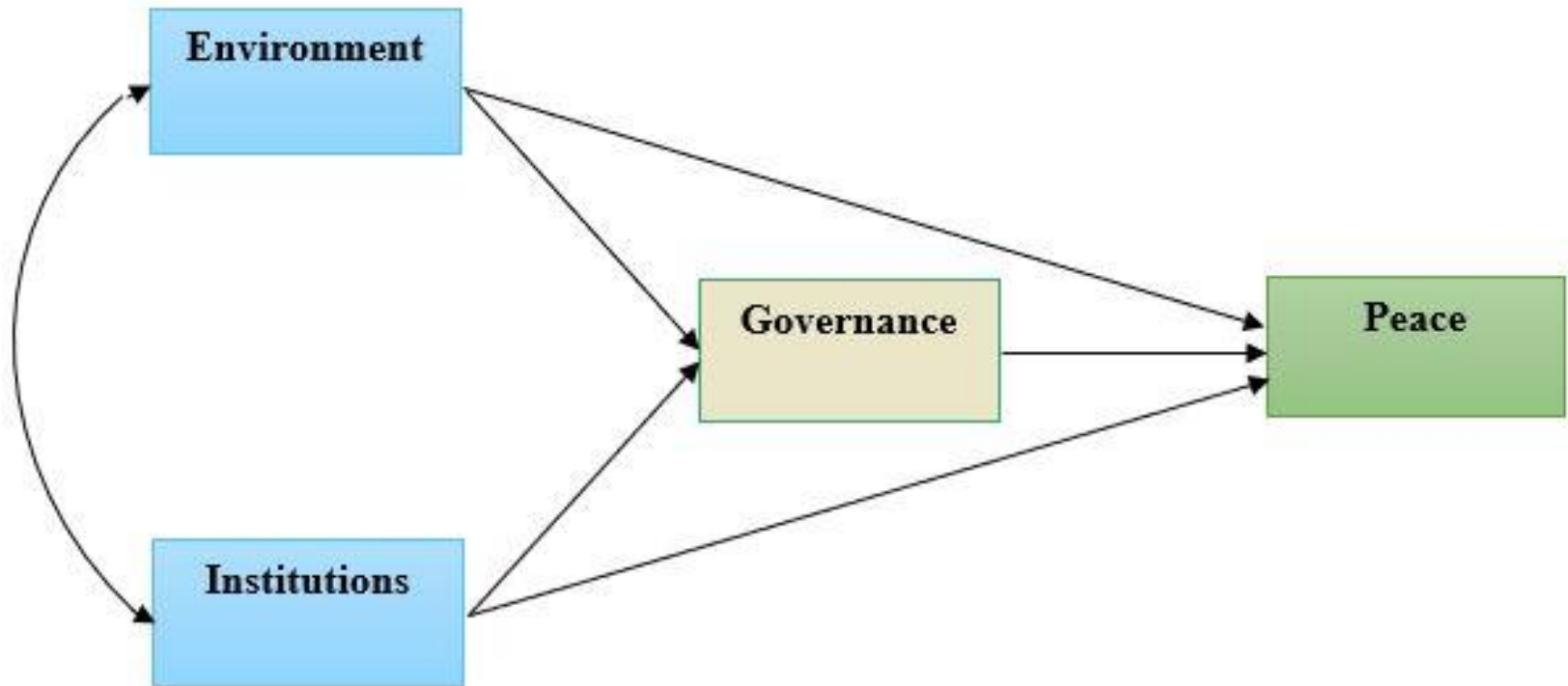
# Presenter Introduction

- Name: Abu N. M. Waheeduzzaman
- Title: Professor of Marketing and International Business, COB
- Joined TAMUCC 2000, 24 years ago.
- PhD - Kent State University, Ohio.
- MBA - George Washington University (international business)
- MBA - Institute of Business Administration (IBA), Dhaka University, Bangladesh (marketing).
- Received excellence awards in all three areas of the academic profession: teaching, research, and service.
- Enjoy reading, writing, cooking, and traveling. Have traveled to 20 countries in the world.
- Speak 4 languages.

# Project Description- Study Model

The study proposes that global peace is an outcome of **three** variables: environment, institutions, and governance. The factors in the **environment** determine the conditions of war and peace. Unless managed, it has the potential to elicit war. The peace process is managed by the global **institutions** that act as a neutralizing opposing force. Global **governance** is a resulting mediating variable between the two.

# Global Peace Framework



# Summary of the Framework

**Environment:** The factors affecting war and peace include geopolitical structure and dynamics; military alliances and expenditure; ethnolinguistic bonding and fractionalization; structural shifts in global economy; and random disturbance.

**Governance:** It is a resultant outcome of the factors affecting war and peace and the institutions managing global peace. Its effect is observed in global peace and stability.

**Institutions:** The institutions governing the global peace process include the United Nations; World Trade Organization; International Monetary Fund; The World Bank; and UN umbrella organizations.

**Peace:** The direct outcomes of peace and stability include less global conflicts; decrease in human casualties; reduction of displaced population; fewer refugees; and less negative social consequences. The indirect outcomes include economic growth; equity in wealth distribution; trade and investment growth; and stability of currency.

# Environment

**Environment** sets the conditions for war and peace. The following factors could elicit war.

- Geopolitical structure and dynamics
- Military alliances and expenditure
- Ethnolinguistic bonding and fractionalization
- Structural shifts in global economy
- Random disturbance

# Institutions

**Institutions** and their operations provide structural support countering war.

Institutions	Goals and operations
United Nations and its umbrella organizations	Peace and stability- UN peace keeping force, Security Council veto power, representation
World Trade Organization	Free and fair trade- Rounds of negotiations, liberalization of trade
International Monetary Fund	Currency and monetary stability- Dollar and pegged rate system, SWIFT
The World Bank	Global development- sustainable development goals and deliberations
Various nongovernmental organizations	Multiple goals and activities



# Governance and Peace

- **Governance** is a mediating outcome of the interaction of the environment and the institutions established by a set of rules, norms, and order. Its effect is observed in global peace and stability.
- **Peace** is a resultant state, an accomplishment of the institutions, their operations, and overall governance.
- The **direct outcomes** of peace and stability include less global conflicts; decrease in human casualties; reduction of displaced population; fewer refugees; and less negative social consequences.
- The **indirect outcomes** include economic growth; equity in wealth distribution; trade and investment growth; and stability of currency.

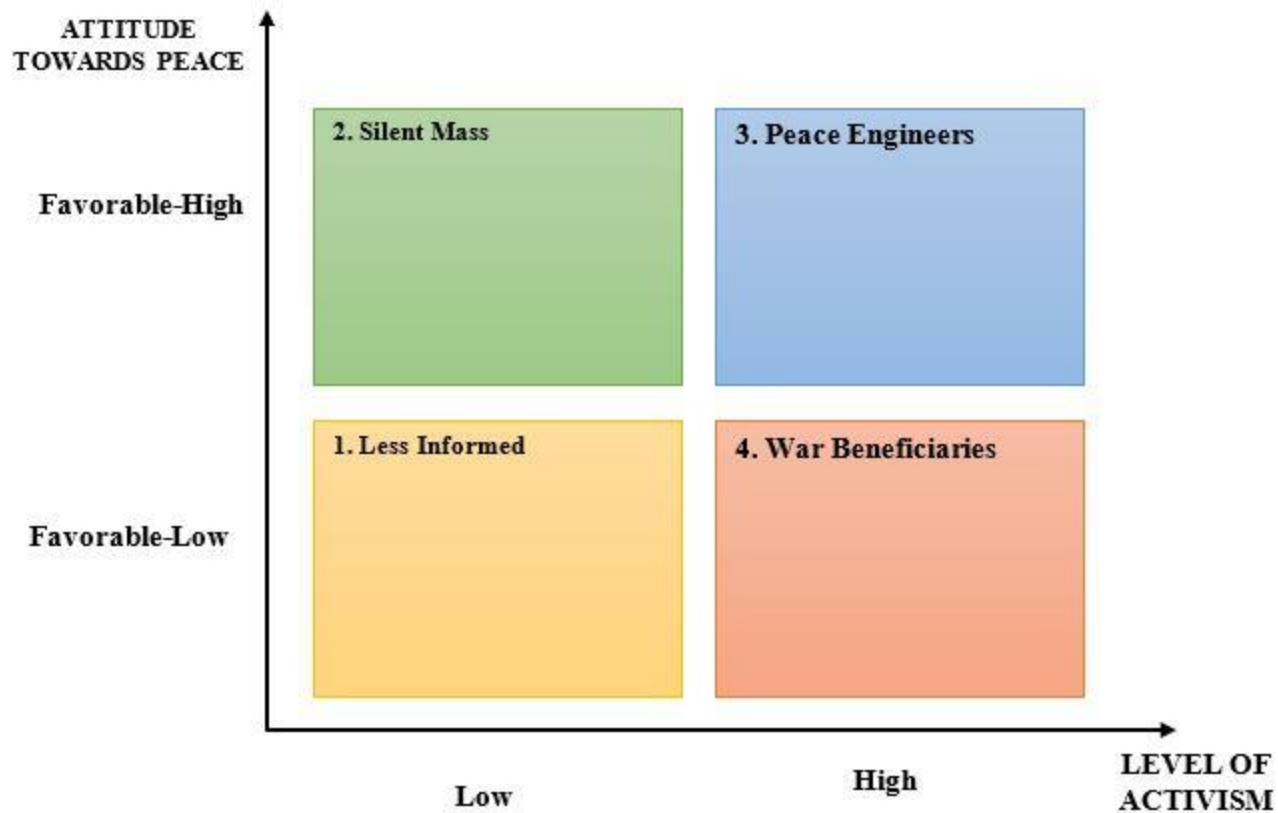
# Direct Outcomes - Peace

Area/Topic	Results
Global armed conflicts	Peace Research Institute (PRIO) Stockholm International Peace Research Institute (SIPRI), and Uppsala University report <b>increased armed conflicts</b> .
Human and nonhuman casualties	Deaths to war among nations. State-based conflicts since 1945- about <b>300,000 per year</b> (Uppsala U.)
Displaced population, refugees	<b>117.3</b> million displaced, <b>68.3</b> million internally displaced
Refugees	<b>37.6</b> million refugees, <b>6.9</b> million asylum seekers
Negative social consequences	Violence, poverty, malnutrition, sanitation, hygiene, healthcare, educations etc.

# Social Marketing Imperative

- The study also elaborates how peace can be achieved through better governance with a social marketing approach.
- Four segments are targeted for the purpose. They are less informed, silent mass, peace engineers, and war beneficiaries.
- Organized education and training for each segment is suggested for sustainable peace. That should advance global business and economic development.

# Segments in Peace Marketing

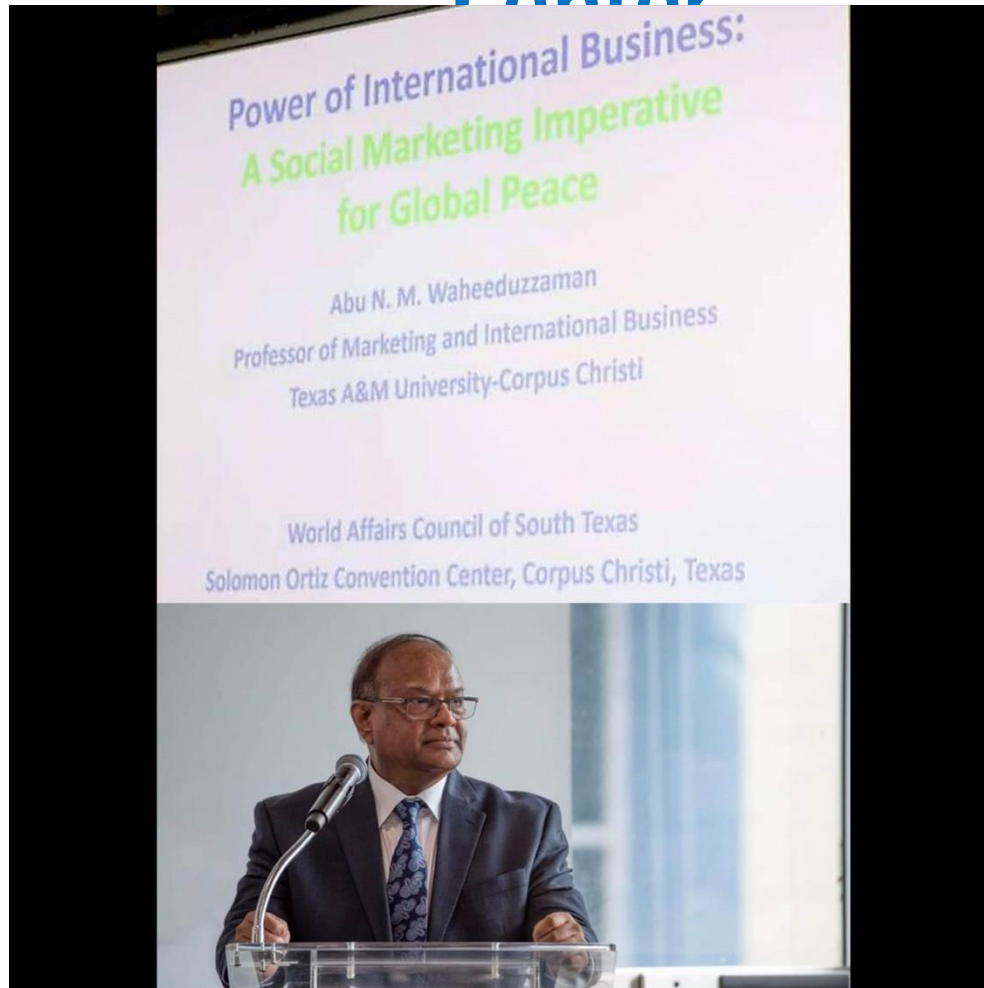


# Results of the leave - 1 article, 4 presentations, national and international

- Article sent for publication, “A Social Marketing Imperative for Global Peace,” *Journal of Euromarketing*, July 31, 2024.
- World Affairs Council of South Texas (WACST), Solomon Ortiz Convention Center, Corpus Christi, Texas, February 15, 2024. Invited Speaker. Topic: A social marketing imperative for global peace.
- W. B. Ray High School, Corpus Christi, Texas, February 15, 2024. Invited Speaker. Topic : Relationship between international business and global peace.
- Academy of International Business (AIB) Asia Pacific Regional Conference, Bangkok, Thailand. December 2023. Research presentation. Topic: Quest for Global Peace - A Process Framework.
- Annual Conference of the American Society for Competitiveness (ASC), Washington DC, October 2023. Research presentation. Topic: Attaining Global Peace.

# World Affairs Council of South Texas (WACST), Solomon Ortiz Convention

Center



# W. B. Ray High School, Corpus Christi, Texas



# Academy of International Business (AIB) Asia Pacific Regional Conference, Bangkok, Thailand





# Annual Conference of the American Society for Competitiveness (ASC),



# Project contribution in research, teaching, and society

- **Research:** A pioneering study in the area that applied the concepts of social marketing in understanding and attaining peace.
- **Teaching:** Demarketing war and peace marketing are now included in the teaching in marketing and international business
- **Society:** Preparing responsible citizenship through awareness, understanding, and active participation.

# Future Strategy for FDL Applicants

- Do a literature search
- Develop a unique study model
- Consider research, teaching, social impact
- Follow the application format
- Keep contribution, publication and presentation in mind

# Conclusion

- The framework focuses on managing the environment and institutions affecting global governance leading to peace.
- Good governance system is essential in harnessing peace and preventing war- its **weaknesses** are noticeable.
- Superpower **proxy** wars hurts the system.
- Education and social marketing efforts can positively contribute to peace.
- **World War III** may not be the **last war** fought on this planet.

# Can a Chinese emperor contribute to global peace?

