

Preface

Corporate Strategies Under International Terrorism and Adversity examines the impact of modern global terrorism on the international environment that results in significant adaptations of international firms in terms of risk and disaster management. This collection of chapters significantly contributes to the understanding of the networked economy, of the challenges to corporate and sector level that discerns asymmetries and symmetries in the analysis of networks in internationalization and international operations. While each industrial sector, each business structure, and each geographic region on the globe has to cope with interdependencies and risk management on its own behalf, contributors to this book modelize ways in which corporations may tackle international implications of a global terrorism that business has to deal with in the long term. We hence write about complexity and uncertainty, and conceptualize qualitative and quantitative research that was conducted since 09/11, and around key crisis points and moments such as those of the attacks of New York, Bali, Madrid, London and others.

The underlying theme is that terrorism is a global phenomenon in many different ways. The statistical probability that a firm is subject to direct physical damage is relatively small; that of indirect consequences of threat, act and aftermath of terrorist attacks, however, are high in terms of operations and management.

Analyses and revisions will have been made that encourage more active international cooperation in risk and disaster management, for closer convergence in the face of international terrorism and its impact on the International Business environment.

If we assume that globalization will continue and that corporations will continue to strive for profit and opportunity maximization, then terrorism risk has become part of corporate risk management and scenario planning in its own right, and will remain so.

This book is to be used in the present and in the future. The sequence of themes discussed in this volume guarantees an understanding of the main topics that are vital to international business research and to management training.

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