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GEOPOLITICS AND INTERNATIONAL BUSINESS OPERATIONS

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ABSTRACT

"Christopher Gogwilt" says that it is a broader concept or where we study the international political relations in various countries. Every country has their own policy which symmetrically impact in neighbor countries through geographical variables. Geopolitics is derived from Greek words which means Earth, Land and Politics which compose these three words together to study the international or political relations on a given land or in given economy that how politics influence nations to maintain power. This paper describes that International business is being influenced by geopolitical variables are dimensions which comprises of external environment which may affect business decisions in present as well as future. Also geopolitical theories play a great dilemma in geopolitical concept.



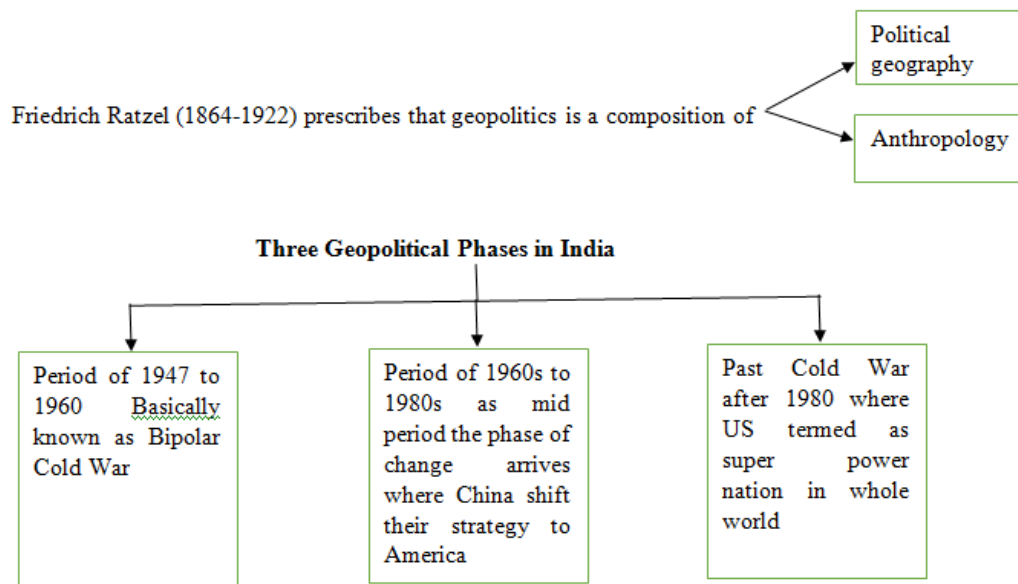
KEYWORDS: Geopolitics, Geopolitical Role in International business, framework.

INTRODUCTION

Geopolitics described as interstate relations that how geography, history or economics create impact on political and power relation between nations. It can be said as contentious concept which consist two versions:

1. Critical Geopolitics
2. Classical Geopolitics

But the main Classical Geopolitics is actually be consider as analytical concept for policy and political formulation of nations. Aristo, Plato & other ancients depict the geopolitics as politics framed and designed by nature.



Source: Indian and Asian geopolitics, The Past & Present, Shivshankar Menon.

➤ Geopolitics in Past

It describes that the main focus part in the past decades was on World Conflict, that it based on assumption that a limited number of space is available in world so whole countries face difficulties in their surrounding for their survival. Phase of India Independence and China revolution arrive in 1949 which modified the engagements within Asia.

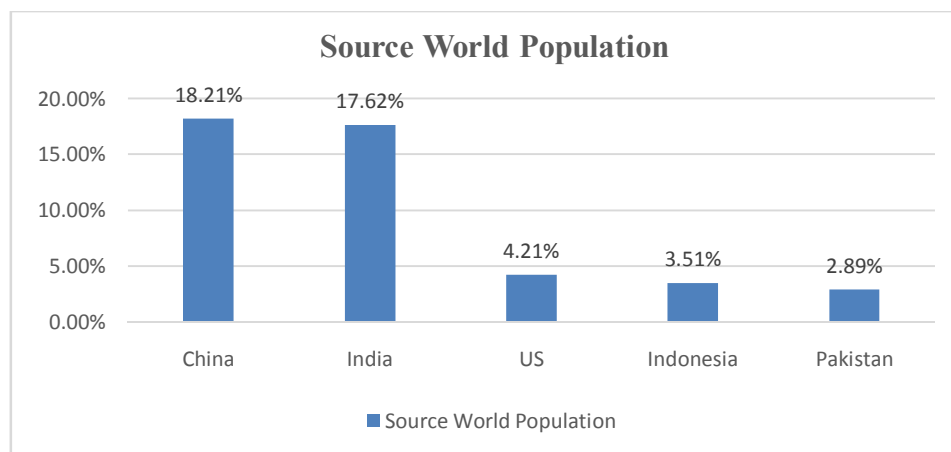
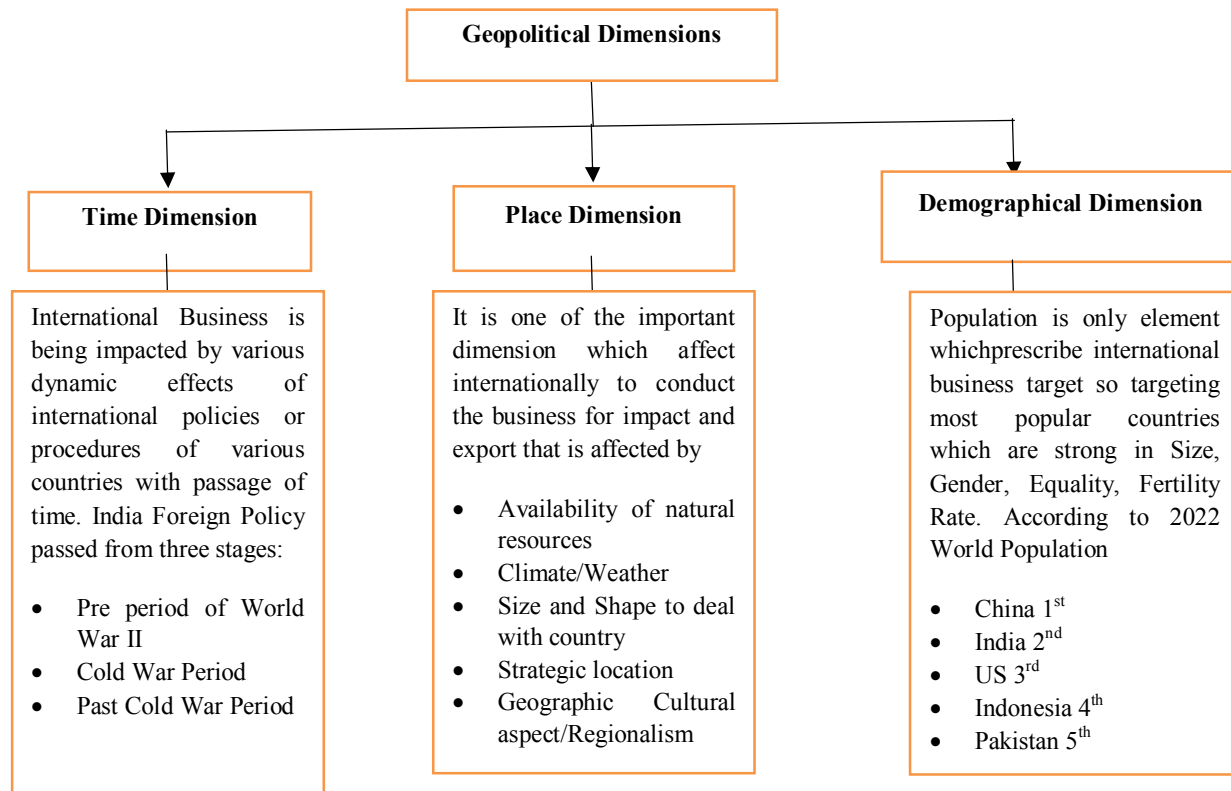
Indian Foreign Policy to be reshaped in way of decolonization, follows the engagement with Asia in a chronological formed. Indian is being preferred as an independent country where Nehru imagine Asia as 'Potential Political, economic and strategic space. It is phase where India diversify from decolonization to globalization.

➤ Geopolitics in Present

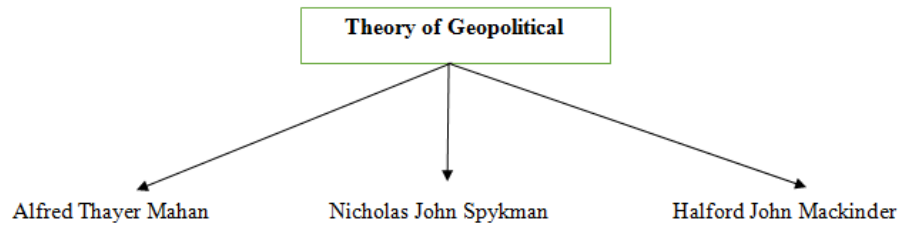
In present era the phase of globalization appears in starting structure where adoption of Asian geopolitics arrives as central to world safety, maintaining political power relations in different countries by the view point of Asian geopolitics and security. Strategy for India's foreign policy to be outdated or updated with an upcoming policies framed by Asia.

Role of Geopolitics in International Business Operations

International business describes that crossing national boundaries for transaction of goods and services in form of two or more countries or entire the whole world. In this agenda we will discuss about the geopolitical dimensions or geopolitical variables which will ultimately impact International environment.



This is various kinds of dimensions which impact an international business in way of variables which changes rapidly with economic policies, growth or political structure of country. So International business decisions is being impacted by various firm related or it can be another environment variable like social, legal, technological etc.



- These Theories are basically known as classical geopolitics theory.
- These Theories are basically known as Balance of Power theory.

Alfred Thayer Mahan	Nicholas John Spykman	Halford John Mackinder
<ul style="list-style-type: none"> • His one of book named as 'The Influence of Sea Power upon History'. • He wants the nation to be in peace and control its war. 	<ul style="list-style-type: none"> • Rimland is one of concept which is launched by Nicholas John Spykman. • He believes that power balanced in between Europe and East Asia was not only for safety & security of US nation but it will be secure for the whole world in context of power position. • He was one of famous geopolitician. 	<ul style="list-style-type: none"> • He believes that Mahan theory to be modified through Modern Industrial Technology • His theory basically known as Heart Land Theory in 1904. • His one of speculation toward control of World Island as rich source power nation over the world. • Land will be best termed as competitive advantage economically.

Geopolitical changes worldwide and their impact on International Business

As well these phenomena express the procedure that environment is a dynamic concept which changes rapidly and impact on the trade internationally because of external environment as there are some issues as well as events which are outside the boundaries/universe of business. So a firm dealing internationally must be thinking about the history, rules, procedure of the entire nations that maintain political/power relations between them which may be termed as dynamic geopolitics.

For example: In United States, the industry had been externally impacted by the H-1B visa legislation. So Geopolitics in today's era is a very important aspect for growing business internationally due to international law, threats between countries or climate change can create impact to operate business internationally.

Embargo: It means that there is official ban between the dealing countries due to war or government restrictions. So a business in global markets is much impacted by any kind of geopolitical event/issues in future as well as in present situation also.

CONCLUSION

At last it can be concluded that geopolitics is an important aspect for present or as well as for past for maintain strategy of international relations in view of business trade. As many kind of geographical determinant which has been described in paper affect the geopolitics in a crucial manner. So Geopolitics comprise geography, history and strategy.

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