

Visvizi, Anna, Lytras, Miltiadis D., Alhalabi, Wadee, and Zhang Xi, eds. *The New Silk Road Leads Through the Arab Peninsula: Mastering Global Business and Innovation*. Bingley, U.K.: Emerald Publishing, 2019. 280 pp. (ISBN: 978-1-78756-680-4)

Before reading this book, I had considered the One Belt One Road (OBOR) project a public construction work to develop overland and overseas routes to satisfy China's desire to build the country's infrastructure. Additionally, as a finance professor, I knew that the Asia Infrastructure Investment Bank (AIIB) had been established to complement and cooperate with development banks in existing member countries and to meet China's infrastructure needs.

This book completely revamps my previous understanding of the spirit of the Silk Road. In the first chapter, the author explains how the ancient Silk Road was a series of trade and cultural transmission routes that connected the West and East by linking traders, pilgrims, soldiers, and urban dwellers from China and India to the Mediterranean Sea. OBOR is a significant strategy shaped by the Chinese government that focuses on connectivity and promotion of economic co-operation among countries along the Silk Road and silk belt routes. OBOR represents a third of the world's total economy and more than half the global population. China plans to promote the economic development and prosperity of the countries along the Belt and Road through enhanced economic cooperation with the spirit of peace and cooperation, openness and inclusiveness, mutual learning, and mutual benefit. The Belt and Road Initiative's (BRI) objective is to traverse the world's longest economic corridor that originates in China and includes Central Asia, Southeast Asia, South Asia, West Asia, and part of Europe in order to link the Asia-Pacific economic circle at the east end of Eurasia and the European economic circle at its west end.

The second chapter, "The Spirit of Silk Road: The Impact of Medieval Chinese-Arab Relations on the Contemporary Bilateral Sino-Arab Relations," addresses history and socio-cultural factors influencing the prospect of implementing the BRI on the Arabian Peninsula. It emphasizes the collaboration based on coexistence and harmony developed between China and the Arab world.

"The Past, the Present, and the Future of the New Silk Road: China as a Leader or a Free-Rider in International Relations" discusses the diplomacy and strategy inherent in the BRI. It examines the limitations of China's ambitions in international relations. Chinese policy-making has not yet adapted to the new reality that they are a leader rather than free-rider taking advantage of the international involvement of other world powers. The main question posited in this paper is whether China is ready for this change.

"Dispute Resolution along the Belt and Road Initiative" presents the legal implications of the BRI, especially with regard to dispute resolution and ways of handling disputes effectively. The chapter provides insightful answers to the legal questions regarding the BRI and dispute resolution via an examination of the BRI's current legal status, as well as exploring how trust

and cultural awareness can contribute to avoiding business disputes.

“The State of Innovation Dimensions in the GCC Countries: Past Development and the Future Ahead” presents an overview of the state of innovation in the Gulf Cooperation Council. The chapter explores the progress of innovation in the GCC countries and highlights the trends that are unfolding.

“Building ICT Knowledge Capacity for Female Entrepreneurship for Sustainable Socio-economic Growth in the Middle East” discusses the prospects for improving competitiveness in the region. It investigates the challenges and constraints faced, and the support and opportunities available to female entrepreneurs in ICT. It also presents research on the growing phenomenon of female entrepreneurship in the Middle East and suggests ways to overcome barriers in institutions of state and trade that inhibit or make it difficult for women to run a business.

“The Analysis of ‘Online Silk Road’ from the Perspective of Big Data” focuses on big data analysis and its application in the context of the BRI. This chapter suggests that data mining and analysis have the potential to uncover certain otherwise neglected trends with regard to exports and imports. What follows is the application that big data that may serve as a powerful tool in examining and streamlining supply and demand of certain commodities along the BRI.

“A Framework for the Competitive Intelligence Service System for Strategic Emerging Industries in China” features a case that demonstrates that the BRI necessitates a change and evolution of the Chinese business sector. The chapter examines a number of issues related to competitive intelligence and its role in developing strategic industries in China.

“An Overview of Artificial Intelligence Research and Development in China” addresses the development and application of artificial intelligence (AI) technologies and highlights its role in the context of the BRI. It offers an overview of recent advances in AI research and development in China, and its implications for the BRI and its development. In addition, “Introduction to Chinese Knowledge Graphs and their Applications” details the use of knowledge graphs as knowledge dissemination mechanisms in the context of the BRI.

“Pakistan’s Role in the New Silk Route: Belt and Road Initiative” addresses the question of Pakistan’s role in the BRI. This chapter examines the extent of domestic support for the China-Pakistan Economic Corridor (CPEC) and its possible impact on the whole initiative and how deficiencies in local infrastructure may take away from its success.

“The Chinese and the Saudi New Energy Models Transcending into Regional Energy Cooperation” offers a captivating insight into energy sector development in China and Saudi Arabia. It demonstrates that energy transformation strategies in China and Saudi Arabia share many similarities and enjoy a great degree of complementarity.

The following two chapters are case studies that showcase how the BRI opens new opportunities for the Chinese business sector. “Cluster Analysis and Overseas Warehouse

Assignment of Chinese Smartphones under “The Belt and Road Initiative” examines the prospects of e-commerce development along the BRI, providing an assignment pattern of inventory among overseas warehouses based on real data of sales and costs. “A Research on the Development Trend of Knowledge Payment Based on Zhihu” discusses the emerging industry of Q&A systems in China.

Overall, the BRI presents a unique case, challenging businesses to master global economic exposure, strategy, diplomacy, and political communication. This book consists of case studies in global business and innovation and demonstrates how OBOR has provided economic stimulus, created new job opportunities and subjects of study for young people in all participating countries. I highly recommend this book, which has introduced several important debates.

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