



Centre for Business & Economic Research

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CALL FOR BOOK CHAPTER PROPOSAL

PROPOSED TITLE OF THE BOOK

BELT AND ROAD INITIATIVE (BRI): CHINA'S GLOBAL BUSINESS FOOTPRINT

Introduction

The Belt and Road Initiative (BRI), is a six-cooperative corridor trade initiative led primarily by China that aims to connect Asia to Europe and Africa economically. The impressive rise of China as a significant economic and political power indicates a multipolar world where traditional Western economies do not solely drive trade initiatives. Indeed, the opening up of economies around the globe and striking growth rate of emerging markets such as China and India, imply that international business and trade among these economies are bound to increase in form and intensity. First proposed in 2013 by the Chinese president Xi Jinping, the BRI initiative has garnered tremendous attention from the practitioners and scholars alike due to the vastness of the geographic area it may encompass and the positive economic impact it may bring to the participating nations. The edited book plans to encompass various aspects of this initiative.

Objectives of the Book

The Belt and Road Initiative provides a much-needed, comprehensive, and scholarly examination of the business environment and the striving global operations of China's ambitious initiative. With theoretical research, case studies, data analysis, and empirical studies, this work tells a fascinating story of the increasing role of China in the global platform. BRI is a great example of the globalization of Chinese ambition in the twenty-first century. In this volume, scholars critically examine the rise of China in the global stage, the outflow of Chinese capital to various parts of the world, the role of BRI in different regional settings. The discussions will fit in the gambit of the trade conflicts between China and the US, controversies over economic sanctions, intellectual property disputes, and espionage, and cybersecurity concerns.

Target Audience

This groundbreaking work makes an important contribution to both academic literature and the ongoing public discourse on China's economic and political ambition in the 21st century. The book will attract the academicians in the related fields and also the policymakers across the globe. It provides an in-depth analysis of the 21st century's most important trade and economic initiative, to date.

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Proposed chapter contents

1. An overview of the belt and road initiative: implications in geostrategy and geopolitics
2. China's Maritime Belt: strategic and economic implications.
3. Belt and Road initiative and the European union
4. Countries' perceptions of china's Belt and Road initiative
5. Understanding China's Belt and Road: projects in Africa
6. Understanding China's Belt and Road: projects in South Asia
7. Belt and Road Initiative: Central Asia and Russia
8. COVID -19 and the future of the belt and road initiative
9. Creation of new world order with Pax Sinica

Editors

1. **Dr. Deepraj Mukherjee**, Kent State University, USA
2. **Mark T Jones, LL.M**, Editor-in-Chief, International Journal of Higher Education Management
3. **Dr. P. R. Datta**, Centre for Business & Retail Management (CBER)
4. **Prof. Chris Bellamy**, Professor Emeritus of Maritime Security, University of Greenwich, UK

Important Dates

1. Draft title and abstract submission: 30th June 2020
2. Notification of acceptance: 30th July 2020
3. Full chapter submission: 15th September 2020
4. Notification of final acceptance of full chapter: 30th October 2020
5. Final Chapter Submission: 30th November 2020
6. Date of publication: End of December 2020

Publisher

Centre for Business & Retail Management Research

Centre for Business & Economic Research (CBER) was founded in London in 2006 with the aim of inspiring, recognizing and supporting excellence in business and Economic research. CBER works assiduously to facilitate international collaboration, providing an independent and credible source of advice, as well as contributing to academic debate and research. The Centre is fortunate to have a truly international following and is committed to encouraging knowledge sharing, foresight planning and greater interaction between academics, policy makers, thought leaders and those engaged in diverse commercial activities. Through both its own researchers and a network of specialists internationally it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by creditable research methods and a thorough and objective approach.

Please send your chapter to: info@cberuk.com or p.datta@aberuk.com