

Editor's Note

The world has experienced an impressive transformation since the end of the Cold War. New markets have emerged and the world seems closer to being a "Global Village." Globalization has become the buzzword in the last decade. Never has technology been so advanced, especially in the area of telecommunications. The threat of nuclear war involving two superpowers has largely disappeared. The 1990s seemed to inaugurate an era of greater prosperity, characterized by a level of consumption never experienced before. The "peace dividends," which were expected to follow the end of the more than fifty years of tension, raised enormous hope.

Contrary to expectations, however, the New World Order proved to be a "New World Disorder." Ethnic conflicts, regional wars, collapse of states, and the emergence of violent movements have shown how elusive those hopes were. Increasing internal violence within states succeeded the regional proxy wars fought during the East-West confrontation. Social and economic inequalities widened rather than lessened, despite, or some may say because of, the liberal economic reforms. Unemployment figures have soared; middle classes in many Third World countries have been impoverished; the youth in many societies have been alienated; and ethnic/racial conflicts have worsened.

The world today is faced with many challenges. The end of the Cold War solved some problems, but created new, perhaps more challenging ones. The deep transformations occurring in many places have made it critical for the international community to address these problems, to understand their genesis, and to propose solutions for a cure. The *Thunderbird International Business Review* (TIBR), formerly *The International Executive*, provides a forum for scholars, practitioners in the fields of international business and politics, and commentators to express their ideas and opinions. Although the journal publishes scholarly articles, it will offer greater access to practitioner-oriented articles. In order to maintain our

academic integrity, the articles submitted will continue to be peer-reviewed. As can be seen in this first issue, *TIBR* has preserved the *Commentary* and *Trends* sections. But, *TIBR*, unlike its predecessor, contains a *Book Review* section. The journal also encourages interviews with CEOs, foreign dignitaries, and eminent scholars in the fields of international business and related topics.

The purpose of repositioning the journal stems from the transformation that the world has undergone in the last decade. It also stems from the need to expand the geographical coverage. I would like to reiterate my call for the submission of articles dealing with Globalization, Political Risk, Cross-Cultural Negotiations, Intelligence, Islamic Banking, International Business Education, Business Ethics, Privatization and Economic Liberalization, Emerging Markets, and the Impact of Democratization (or lack thereof) on International Business. I would like to also restate that *TIBR* is a truly international journal; the Middle East, Africa, Latin America, and South and Southeast Asia will have a much greater coverage and I strongly urge scholars and practitioners to propose articles whose themes deal with those regions. The other geographical areas will still be covered. For example, we have already planned a guest-edited special issue on Eastern and Central Europe to celebrate the decade after the collapse of the Berlin Wall. The geographical expansion of the regions covered in *TIBR* is reflected in the obvious international character of *TIBR*'s Editorial Board.

I hope that you will enjoy the new direction which the *Thunderbird International Business Review* offers.

Yahia H. Zoubir
Editor