

## Original Article

### The Study of International Business Environment, Agriculture & Human Recourse Policies & other Sector issues Crises

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#### Abstract

*The study examines the complexities of the international business environment with a focus on agriculture, human resource policies, and sectoral crises. In today's globalized world, businesses encounter numerous challenges arising from cultural, political, economic, and technological differences among nations. This research highlights the role of policies related to trade, finance, human resources, and technology in shaping global business opportunities and risks. It further explores issues such as fuel dependency, transportation constraints, cyber threats, and the influence of government systems on international trade. Special emphasis is placed on India's global trade relations, export-import policies, and strategies for overcoming crises in agriculture, finance, and technology. The study suggests that fostering cooperation, strengthening infrastructure, promoting ethical business practices, and adopting innovative alternatives like renewable energy and indigenous technology can reduce vulnerabilities and enhance sustainable international business growth.*

**Keywords:** International Business, Globalization, Agriculture, Human Resource Policy, Trade Crisis, Export-Import Policy, Renewable Energy, Global Trade, Finance, Cybersecurity, International Relations, Indian Economy

#### Introduction

The business is the characteristic of the human being of this new world or new era. The human being is now globalised due to the modern environment. Hence the business is also globalised. There are so many communities, cultures or nations in the world. Between these various communities there may be variety of thinking, behaviors, religions, financial abilities, educational levels, relations between surrounding nations. In this situation it is not easy to do the business smoothly. Some common and easily available, universal medium is essential, like common language, common currency, internet banking etc. in the same way easy transportation, financial transactions, raw material, cheap labour, currency exchanging ratio for transforming the transactions etc. All these are the complications in international business environment but strong need is the important factor in developing the business.

#### Purpose of study

The study of the global business is the basic need of each nation. The second point of this study is the different positions of each country in the sense of financial condition, educational level, political ambition, religion, geographical situation, creating self-influence zones in the world etc.

Considering all above-mentioned points there are many crises in international business. The fuel manufacturing nations group, industrially forwarded group, poor nations, religion-oriented nations, educationally back-ward etc. Due to these types of difference, one nation always tries to dominate another nation. Instead of co-operation between them there is competition, and hence crises are born between them. Due to these various groups, formed on the global screen and there is also militant ambition appears in such groups. This is also a main purpose of such study. The positive and negative points of international business and crisis between the same should be studied.

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### Objectives - There are many objectives in this field Such as

- 1) To see the export-import policy, Human Resource Policy of concerning nations, along with their behaviors, understanding about business, their needs.
- 2) How to balance the export & import? Considering the requirements, finance, etc.
- 3) In technical & research sector, what should be our policy? How can avoid the religious influence?
- 4) How can we increase the export of final products and to decrease the export of raw material?
- 5) We have to import the brain drain & not to export the brain drain. This will increase the national intelligence levels and our technical ability.
- 6) How can we increase the export of our agricultural products, to help our farmers?
- 7) To search the sources of foreign currency and foreign investment.
- 8) To search the kinds of infrastructure for global marketing. Such as transportation, media language, essential education etc.
- 9) To select most favorable countries to avoid the business with our hidden enemies.

Like this there are so many branches for study which should study deeply and some positive conclusions should be driven for new opportunities.

### Previous understanding

- 1) Our traditional business with our neighbor countries was to export cotton or other agricultural productions, raw minerals etc and to import machineries, defence equipments, fuels, medicines etc.
- 2) We were supplying cheap labour to other countries & hiring skilled man power.
- 3) Now we can export highly advanced machineries, airopalanes, ammunitions, vehicles, highly- technical manpower etc.
- 4) We are reducing our import and trying to increasing our export. Due to our democracy we have no hidden trading policy.

### Methodology for crisis

There is no any fixed methodology or strategy to overcome the crisis in international business. This is very slow process to search the way to come out from the difficulties or crisis.

- 1) Everywhere crisis is born along with events, we have to think over the problems, study the situation and find out the proper way to overcome. We have to know our enemies and their strategies about us, their financial & other abilities. We have to form our most favorite countries group for safe trading.
- 2) Fuel is our most weak point in international business. We have to search the alternatives like cheap electricity, hydro power, solar or wind power, battery operated instruments and vehicles, and water transportation. To save agricultural food we have to use more and more sea food or river food like fish etc.
- 3) Our defence system should be strong to avoid the influence and interference of our enemies.
- 4) The basic of the international business is economy. There are always different production cost of the same thing in different countries due to the situation of the concerning countries. In one country labour may be cheap but raw material may be costly or transportation or power may be costly. Hence this difference occurs. To avoid this one country imports the required material at cheap rate from another country and exports the abundantly available material to another country. Hence competition takes place.
- 5) Types of Government or rules of various countries. Some Governments in the world are like one man show, one party ruling, communism, dictatorship, relision based, democracy, hierarchy, king ruling, etc. The international business mainly depends upon such government policies. The investment in business requires the surety of investment and output on it. And this surety depends upon the

type of government of concerning country. Trading with Russia & China, North Korea etc. is totally different than with USA & European countries etc. Hence while studying international business and concerning crisis we must think upon the type of govt. and its policies. In democracy the long term policies are adopted while other governments may change their policies suddenly or any time.

#### 6) **Transportation availability**

This is an important factor in any type of business. Prompt and cheap as well as secured transportation is required in international business. Insurance facilities, exchanging or clearing agencies, financial transaction facility etc. are also the important factors in this business.

#### 7) **International organizations and India**

- i) UNO founded in 1945, now having members up to 193 countries.
- ii) WTO founded in 2006
- iii) ASEAN having members up to ten countries.
- iv) Foreign Trade of India=India is exporting approximately 7500 commodities & importing around 6000 commodities from 140 countries.
- v) India export = 318.2 Billion dollars in 2014  
import = 462.9 Billion dollars in 2014

This gives a rough idea of national trading.  
vi) Our trade partners in the world =

Bangladesh, Bhutan, Germany, Hong Kong, Iran, Israel, Japan, Nepal, Russia, Saudi Arabia, China, Singapore, Switzerland, The United Arab Emirates and USA.

vii) Our main exports = Pharmaceutical, food products etc. Trading policy is mixed economy.

#### 8) **Forex market - Foreign exchange market**

It is the global market place for exchanging national currencies. This is the largest and most liquid asset markets in the world. It is started for all countries where banks, funds, and individuals can buy or sell currencies for hedging and speculative purpose. It operates 24 hours, 5.5 days a week and is responsible for trillions of dollars in daily trading activity. The study of this market is essential for searching solutions on exchange of money to solve the crisis.

#### **How to solve the crisis in international business?**

To find out the solution on international business crisis, to apply the solutions, compromization, arbitration, common-interest agreement etc. are the signs of intelligence or it is an art also. There are many types of crisis hence the solutions.

#### **Some types of solutions**

##### 1) **Political or another nations policy**

It is an unavoidable problem but can be moderated by making that country as our most favorable country. This is only possible on national level or government level. We should export to them their most essential material, services, informations, techniques etc. against our requirements. To support that country in their international dealing, policies, etc. while keeping our interest safe or secured.

##### 2) **Financial**

Finance is the most powerful factor in business. We can create our influence in another country by increasing investment in that country. We can invest in that country in providing infrastructures like roads, railways, dams, electricity, generation, education, agriculture, industries, etc. We can use their at cheap labour, raw material, for our final products. We can provide them finance at lowest rate of interest. All these facilities can be cashed in international business with that country.

##### 3) **Technical Know How**

Highly educated or forward-thinking countries sell their knowledge to comparatively backward countries, and create their own influence, to cash in international business. While transferring techniques the provider country keeps their interest by partnership or percentage or other facilities in business etc. Technical information is the most important word in this era. We have to develop new techniques we have to cash these techniques.

##### 4) **Transportations**

The cheap transportation is the most important feature of international business. This also reduces the many crises about economy.

##### 5) **Enemy country influence**

If A country is enemy of B and B is the business partner of "D". But due to geographical situation "D" is under the influence of "A". Then "A" becomes an obstruction between B&D. The hidden policy takes place. A plain business between B&D becomes complicated. This is the crisis. Solution= B has to change "D" or B has to dominate A through its own activities or through another country like "E". This is a universal truth of international business or politics also.

##### 6) **Fuel Manufacturing countries group**

The fuel has the universal demand. Every country runs along with fuel.

##### A) **The petroleum manufacturing countries** are grouped with each other and this group creates financial pressure on others. To depress them we have to search alternatives like solar, air, hydro, atomic etc. powers to reduce the use of

petroleum. It will also conserve our environment.

B) **Atomic power holders - These are the leader** countries in militant power. They also dominate other countries. Hence we shall be alert as well as we should search alternatives like virus Bombs.

C) **Internet jammers** - taping of secrets through internet information to create fake information in the enemy-countries to observe the enemy-countries, to observe the enemies plan, actions through satellites. This should be adopted for becoming stable in international business. These are also powers and alternatives against fuel or atomic power groups.(Ycmou = MBA=book No.402)

7) **Hacking of internet or cyber attacks etc**  
In this system the highest or top secrets of enemy-countries or of top powers should have taped or snooped. The dangerous messages should be intercepted directly. To do the misunderstanding in enemy countries. Some insertions, deletions, changes must be done with most security.

8) **Security of our information**  
We should always secure our top informations i.e. confidentiality, integrity, availability for us, Accountability, Authentication, only keeping this record ready is not only the essential activity but its confidentiality is also most essential in the international business.

9) **Our software**  
If our own designed software are not so speedy, not easy to operate, time killing etc. but we must use only our own designed softwares for privacy. Hired or purchased softwares may be dangerous for our business. Hence to reduce crisis we should use our own designed softwares.

Mr. Stephen R. Covey, famous writer has explained in his famous book "The 7 Habits" the human nature. Then he had also find out the 8<sup>th</sup> habit of human. As per his opinion normally human is not the enemy of human but the situation, the need, the culture, the faith, the relations, and after all the blood relations becomes the human behaviour like enemy with each other. We all are being human we all are behaving same to each other. Considering this fact; the study of human behaviour or human nature is also essential to solve crisis in international business, us under

1) **Ethics** - This is the link between human to human, Nation to Nation, cultures to culture. The religion is nothing but the rules of ethics. The fear about God, mis behaviour, punishment, rules regulations, Laws applied by any government etc. All are essential for good and plain relations between each human being. Gandhism is the ethical base of human behaviour for universal peace and every one must follow the same.

2) **Education** - More the education more solutions can be derived in the universal crisis of human being. It is also the fact; more education can create more crises in this business. Hence we should be always conscious & alert. New or fresh education is must be learned by each and every person.

3) **Culture** - This belongs to religion generally. The faith on God. Fear of God and his punishment for bad behaviour. Hence human being keeps himself away from wildness.

4) **Human behaviour** - To create the crisis is the nature of human being due to his education, ego, status etc. These are the main features of his behavior. To solve such type of crisis the same status is required between us or we should present another such status in the same business or we should overtake the opposite party by any other means.(Ref. for 1 to 4 = Mr. Stephens 7 habits)

These are the common or usual examples of crisis in the international business. Now we are reached near the conclusions of our study.

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### Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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