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JOURNAL OF INTERNATIONAL BUSINESS AND LAW

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PREFACE

This is the second issue of Volume XV of the Journal of International Business and Law (JIBL), a joint publication by the students of the Law School and the Zarb School of Business of Hofstra University and the first issue that I served as the second faculty editor and advisor of the journal succeeding Dr. James P. Neelankavil, founder and first faculty editor and advisor, former Robert E. Brockway Distinguished Professor and currently Professor Emeritus of Marketing and International Business who retired in December 2015.

As a new faculty editor and advisor, I will keep and nurture the journal's excellent traditions, which include the planned peer-reviewed article evaluation process, the interdisciplinary nature, the focus on international business and law, and publishing academic articles written by students, faculty, and practitioners.

Volume XV Number II contains business articles, legal articles, an essay, a book review, and legal student works. The topics are all relevant and timely in the field of international business and law. They examine a variety of subjects: the interaction between consumer animosity and product quality, the role of social media for an international airline, Lolita fashion among American and Chinese consumers, transactional contract formation, cybersecurity breaches in insider trading, distributed generation phenomenon, streaming and intellectual property laws, drone regulations, commercial surrogacy in India, and foreign investors' constitutional rights.

I would like to express my sincere gratitude and appreciation to David F. Scheidel II and Robert Byrne, editors-in-chief, and all the editorial board members for their excellent services making this issue an important vehicle for interdisciplinary research.

I welcome manuscripts all the year round and please submit your manuscript to:

Boonghee Yoo, Ph.D.
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Hempstead, NY 11549-1340
Or thru email to Boonghee.yoo@hofstra.edu.

Manuscripts sent to the Journal of International Business and Law should:

- Be original
- Be academic in nature
- Not have already been published or accepted for publication elsewhere.

I hope you find Volume XV Number II of JIBL to be useful. I encourage and seek your active participation and patronage in this endeavor.

Boonghee Yoo, Ph.D.
Faculty Editor and Advisor, JIBL
Professor of Marketing and International Business
May 2016

EDITOR'S PREFACE

Perception is reality. Countries around the World are more economically entwined than at any point in history, and yet politicians act in a decidedly national interest. A new dawn is upon us; the forces of globalization are bringing about changes both large and small. The question is, are we all ready to embrace the change and make it our own? Or do we resist until the bitter end?

As a joint publication between Hofstra University's Maurice A. Deane School of Law and the Frank G. Zarb School of Business, we at the *Journal of International Business & Law* strive to bring forth scholarly articles of excellence on numerous subjects pertaining to the natural nexus between international business and law. This Volume XV, Issue 2 of *JIBL* has scholarship on a number of different topics.

Our contributing authors present an Essay on the distributed energy phenomenon; an analysis of transnational contract formation; cyberhacking and its relation to insider trading; a study of how influence and cost-efficiency affect Lolita fashion customers; how perceived quality affects consumers; and social media marketing, service quality and airlines interact.

Our student authors present proposals to regulate the usage of drones by the FAA; a proposal to make surrogacy in India safer and to bring the 'industry' out of the shadows once again; a proposal to change copyrights laws because of the effects streaming music has had on artists; and the newfound Constitutional protections afforded to foreign investors.

As this is my final Issue as Editor-in-Chief I want to introduce the next EIC, Alyssa Goldrich; she will be an outstanding guardian of the legacy of scholarship and excellence that is *JIBL*. I want to extend my personal gratitude to Dr. Boonghee Yoo, our faculty advisor for the Business Division, and to Professor Julian Ku, our faculty advisor for the Law Division, for their continued support and dedication. I wish to thank all of the contributing authors for their excellent scholarship on the various topics in this Issue 15.2.

I want to express my thanks and appreciation the entire staff of the *Journal of International Business & Law* without whom none of this would have been possible, but I especially want to thank the other members of the Managing Board, Lisa Capellupo, Amanda Hegyes, Zoya Shahab, and Margaret Adamczak for their never-ending commitment and dedication to *JIBL*. The hard work and commitment of *JIBL*'s staff represent the best that Hofstra has to offer. It has been my privilege to work with each and every one of them.

On behalf of the *JIBL* Staff, I sincerely hope that you enjoy the second Issue of Volume XV of the *Journal of International Business & Law*.

David F. Scheidel II
 Editor-in-Chief
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