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## Preface

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**Preface**

This is the first issue of Volume XVI 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 second 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 XVI Number I 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: Bitcoin, cyber security, virtual currency in financial system, international technology based risks, the Greek sovereign debt crisis, and consumer confusion in the organic food industry.

I would like to express my sincere gratitude and appreciation to Alyssa Goldrich and Robert Byrne, editors-in-chief in the law and business sections, respectively, 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.  
Faculty Editor and Advisor  
Professor of Marketing and International Business  
Frank G. Zarb School of Business  
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Or thru email to [Boonghee.yoo@hofstra.edu](mailto: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 XVI Number I of JIBL to be useful. I encourage and seek your active participation and patronage in this endeavor.

Boonghee Yoo, Ph.D.  
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Professor of Marketing and International Business  
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