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JOURNAL OF INTERNATIONAL BUSINESS AND LAW

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2019-2020

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FACULTY EDITOR AND ADVISOR'S PREFACE

This is the First Issue of Volume XIX 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 I am serving 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 the faculty editor and advisor, I have been eager to 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 professionals.

Volume XIX Number I contains legal and business articles, notes and student works. The topics are all relevant and timely in the field of international business and law, examining a variety of subjects.

I would like to express my sincere gratitude and appreciation to Jarret T. Bodo and Zack Shapiro, editors-in-chief in the law and business sections, respectively, and all the editorial board members for their excellent services in making this issue an important vehicle for interdisciplinary research.

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

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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; and,
- Not have already been published or accepted for publication elsewhere.

I hope you find Volume XIX Number I 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
December 2019

EDITOR'S PREFACE

"The first step in solving any problem is recognizing there is one," – Aaron Sorkin. Our world's rapid rate of globalization has resulted in humanity's advancement of science, development of modern societies, understanding of the universe, and most importantly the creation of the most peaceful time period in history. Rapid globalization, with its positive outcomes, does not come easy nor without problems. Arguably, the main problem that stems from globalization is the necessity to accelerate the integration and reformation of diverse socio-economic structures to continue humanity's march towards a perfect world. 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 and Law* strive to recognize and solve humankind's most imperative legal problems by synthesizing business, law, and technology.

This issue includes timely topics concerning a vast range of subjects. Scholars from various countries throughout the world have contributed articles that shed light on some of our world's problems. One article seeks to improve global market inefficiencies by diving deep into Ireland's securities laws. Another analyzes the successes and faults of the Nash Bargaining Solution. Lastly, one author creates a comprehensive understanding of "collective" and "individual" activism powers for financial and industrial corporate investors by comparing these concepts between the laws of varying countries.

This issue also includes three works from our talented staff. One note investigates human trafficking laws and ultimately calls for an expansion of the International Criminal Court's prosecution power. Another applies the common concept of trademark laws to the knockoff golf-ball industry and proposes a hardline application of those laws for all intellectual property. Our last student note puts into perspective the continual development of the gig economy through the lens of Uber, resulting in a call for the reformation of World Trade Organization rules.

I would like to extend gratitude to our faculty advisor for the Law Division, Professor Julian Ku and our faculty advisor for the Business Division, Professor Bonghee Yoo. Our journal is privileged to be guided by such talent. Additionally, I must express deep appreciation for the staff of the *Journal of International Business and Law*. If not for this group of hardworking individuals, this journal would not be the success it is today. I would like to specifically thank the Journal's Managing Board: Griffin Heil, Jessica Matthews, J.B. Bailey, & Megan Carnes. It is an honor to work alongside each of you. I am eager to experience continued success in the Spring 2020 issue.

It is our highest hope that you enjoy the first issue of Volume XIX of the *Journal of International Business and Law*.

Jarret T. Bodo
Editor-in-Chief
Journal of International Business and Law, Volume XIX
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