

ROLE OF OMAN'S COMMERCIAL DIPLOMACY IN FACILITATING INTERNATIONAL BUSINESS AND THE CHALLENGES OMAN'S DIPLOMATS FACE

Abdullah Nasser Al-Touqi

Institute of Graduate Studies and Research, Cyprus International University, Nicosia, Cyprus

oman.diplomat@gmail.com

Abstract

This article indicates the role of Oman's commercial diplomacy in facilitating international business and the challenges Oman's diplomats face. Challenges are at high levels of competition, and the increasing speed at which the global economic market is changing. The career diplomats are becoming more aggressive in their approach, and they are becoming more knowledgeable and tech savvy. The trade agreements are not present as such in Oman and Australia, but the two countries trade and have an amicable and productive relationship, which can be further developed by the agreements (Ruel, 2013). The MNC activities are good for the trade relations as MNCs bring in money and also give jobs. The products are good quality, and they increase competition in the market which is good for the local market. The functions are different in different settings. You have to negotiate, understand contracts, be friendly, be social and also be able to plan and have a good strategy to meet the country objectives. The major roles commercial diplomats of Oman play in host markets are of a negotiator, strategist, networker, communicator, spokesperson, analyst and business thinker. The internet has made things much easier. Now if a CD wants to make contact and wants to know something about another official from the host country, they can find information on social networks and formal portals very easily. Communication has become simpler and faster over long distances (Saner, and Yiu 2003). The trade agreements have helped Oman, but there needs to be more work done on the labor-management front.

Keywords: *Commercial diplomacy, MNC, Diplomats, Oman market, International Business*

INTRODUCTION

This article has paid attention to the role of commercial councilors to build a relationship between global firms and others, bridging the gap between local entrepreneurs, and business managers with global partnerships. Commercial diplomacy has changed as a result of the financial crisis and the observed impact of globalization. Globalization has led to the emergence of world economic powers which are no longer saying yes to all the demands that are made by the super powers (Bloomberg Businessweek 2014).

Countries such as Oman are wealthier and exert their influence in a global market. The challenge of local job creation and maintaining economic growth at the same level with emerging countries has affected the practice of commercial diplomacy. The developments in technology have made the market more transparent with information being readily available so that negotiators cannot be expected to go into diplomatic negotiations and talks without knowing anything about the opposite party. In addition to this, the focus is not merely on America and Western developed countries but has shifted to Asian economies and the oil-rich Middle East.

The Free trade agreement with Singapore and the GCC countries was made in 2013. This deal positively impacts trade with Singapore, as Singapore is an importer of a variety of products. Some products have been identified from Oman to have the potential of success in Singapore. Overall the trade agreement has positively impacted exchanges between the two countries. Singapore is a global financial center of the world, and the developments are expected to be positive on both the fronts.

MNCs and Supra-National Bodies have different impacts on trade policy and international relations of the country. When MNCs act against national interest, for example when they move money offshore so that they don't have to pay taxes, it creates a negative impact on policy. However, MNCs and the Supra-National bodies are good when it comes to giving employment and when the local companies can learn from them in cases of joint ventures. The roles that they need to play are those of links between the two countries, and reliable representatives of Oman. They also have to participate in social activities after work and develop ties with the leading people in the host country (Mottale, 2014).

The roles are broad and varied as the CDs have to be informants, colleagues, and reliable partners. At the same time, they have to represent their country in the best possible manner. They have to have a good idea of law and international rules. They should also be ready to engage in activities that build up ties and strengthen relations. Commercial diplomats are the first contact between a host and Oman. They have to be on their best behavior and have to be convincing for the host country. Therefore, they should serve as analysts to convince the

host country to trade with Oman, and they should make a case which provides benefits to both countries (Neville, 2007).

These technologies have made the process more transparent and have at the same time made communication much easier. Information is also readily available as a result of this so that negotiations are more challenging and yet highly informed. Also, commercial diplomats can no longer delay decisions as communication is in real time due to these technologies. The policies cannot be benchmarked. While Oman is expanding its global market, the country still needs to have more bilateral agreements and more trade. Relying heavily on one market in a changing world is not something that Oman should be doing. Therefore the policies cannot be benchmarked (Reiffen, 2004).

Commercial diplomacy has changed a lot. CDs have to know the laws and regulations and have an awareness of the culture of the host country. Commercial diplomacy has changed due to the easily available information regarding any topic. These changes require diplomats to be up to date with all the relevant information and to be good managers in crisis situations. Oman was the first country to deliver oil to China, and there are very friendly relations between the two nations. China is one of the economic powers of the world, and the ties are getting better with China also making investments in Oman. The GCC and China have signed an agreement called the 2014-2017 China-GCC Strategic Action Plans which has further helped the diplomatic ties (Robertson, 2001).

Advancement in financial markets, electronic financial services, electronic banking and a plethora of services are making financial transactions swift, global and within reach of the common man. These have their risks, challenges, and problems such as hacking, phishing; identify thefts, cyber crimes, and intellectual property theft. These challenges have to be addressed by governments through legislation and codes of practice. It to understand how Oman's various trade agreements with nations can contribute to economic grow and development. This is not intended to move out of contemporary challenges of Diplomacy but to meet the new challenges head-on. How strategically use the tools of diplomacy and agreements with nations to enhance the growth and development of Oman. Therefore are these concepts regularly and periodical disseminated and educated by the foreign ministry to established framework of commercial diplomats (The Economist, 2012).

Commercial diplomacy encourages business development through activities such as business promotion and facilitation. Other academics and foreign embassy experts are of the view that there is a need for a global mindset, technical intelligence, and business acumen today to succeed as diplomats and support the requirements of the nation. The International Trade provides high-quality products to consumers due to a wide range of goods available in a

market. Infrastructure so as to reduce the cost of doing business for foreign investors. It helps countries earn more foreign exchange through exports and profits repatriation to the country of origin.

This has been linked to the positive contributions the commercial diplomat has brought to the table of private sector companies in developing and building their business networks from the perspective of various business activities such as hosting exhibitions and trade show within countries, establishing a business link between Omani firms and international firms. Commercial diplomacy is still a new phenomenon to developing countries.

There are a number of risks that affect foreign investors in new markets including market risks such as lack of market information on the trends of the market, consumer behavior in response to different products and services, information available goods and services, opportunities available, legal issues arising on work permits, lease of land, business licenses and licenses, labor laws of the country and any political or economic risks adherent in the host market (Verdict Research 2005). Politically and socio-economically Oman is a part of the GCC nations group. Oman's positional multilateral relationships, GCC, MENA and Pan Arab FTA's and trade relationships are strong and notable. Oman's role in GCC politics and international relationships are significant due to its stability and international relations between various nations.

Diplomats should provide logistics; help to pave the way for public and private firms to enter the host market through their referrals and knowledge of the host country. Diplomats also need to act as a liaison between home and the host country. Increasing racism has made the development of relationships with the host countries tough (Neville, 2007) On the other hand, The portals and technologies assist a lot. They make communications faster and cheaper. They also make things very transparent so that CDs have to be very careful about what they say and commit to.

Financial crisis has changed the scenario for CDs. Host countries are very careful in their policies so that CDs have to work really hard to establish trade ties. Globalization has helped in the internationalization of Omani companies, and this has made the work of CDs easier. MNCs can negatively impact relations if they don't function properly in the host country. For instance in Oman, MNCs not paying the correct amount of taxes will create ill will. Also, they transfer the earnings back to home country resulting in the capital outflow. Omani Foreign Policy is getting better (Mottale, 2014). The policies of Oman alone cannot be benchmarked, but overall GCC is doing a good job.

The main challenge is that there is a lot of information available on the internet, and some of it is not real. The CD have to work extra hard to convince host country officials as to

what are the real facts and figures. Also, information about countries economic are a real challenge for CDs who do not know which source of information to quote. To be effective in bridging gaps they have to be good at communications, and they have to represent their country to the best, and they need to have good language skills and good knowledge of both countries' cultures.

CONCLUSION

The findings have determined that the Omani Diplomats has been planning to enlarge its financial affairs portfolio to include new relationships. This approach will keep the concept fresh & prevent it from being diluted by many variations. The additional technique to Omani Diplomats is planning to develop its financial affairs by proposing elements of competency and cost effectiveness. These relationships moreover have the trendy colors for a reason, and Omani Diplomats will focus on enlarging virtual deals by suggesting modified manufactured relationships over the Internet so that there is the difference between the burning of the Internet & special promotions shipping. In the end, perhaps the Internet stalls would be fixed into some of the new beneficial ventures, so customers might demand & modify their relationships to establish a trade. Irrespective of the growth strategies, Omani Diplomats must aim to switch & uphold strong relations with delivery station fellows entirely. Omani Diplomats connects with customers & ventures for their relationships in changed ways. About Omani Diplomats Business & its relationships is available on the Internet, complete mail, & in person. Advertising companies are moreover trying to differentiate its links from competitors (Office of Fair Trading 2006).

The business is based on personal contact with dealers to establish relationships in their ventures. Omani Diplomats must plan to adapt and to respond to increased demand by adding suppliers to ensure that the enterprises are visited more often. This approach involves the sales promotion & public relations, which currently represent the most important part of the marketing strategy of the Omani Diplomats. As Omani Diplomats moreover engaged in marketing throughout its contribution to environmental programs that have a good PR. As mentioned earlier, this guide includes the competitive price in mind. This regulation is not involved in the high price luxury or prestige or signals by selling large quantities of financial affairs. Instead, the value of the derived prices are sufficient so that stakeholders have the strong relationships to replace the old, even if it's just because they similar to the new links (Verdict Research 2005)

Apparently, the Omani Diplomats's alliances have been found encountering with the emerging technological innovation to perceive in appropriate and acceptable manner. This policy integrates the fact that the ventures and relationships are interconnected. But all these

strategic alliances are meant to be for comparison with numerous technologies that has been immensely reshaping the accountancy and business worlds (Technology trends, 2013). This strategy involves the innovations and the way it is affecting the alliances. Omani Diplomat's alliances would reflect the broad array of emerging technologies and their aptitude to affect the relationships. This strategy will be sum up with the many opinions of the group with an intention to provide with the comprehensive understating on this content.

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