



**CRAFTING CONNECTIVITY: NAVIGATING GEOPOLITICAL CHALLENGES THROUGH IDENTITY-EMBEDDED TRADE AT THE ANGOR ADDA CROSSING BETWEEN PAKISTAN AND AFGHANISTAN**

Jasim <sup>1</sup>

**Affiliations:**

<sup>1</sup> Research Scholar, Quaid-i-Azam University, Islamabad

<sup>1</sup> jasimwazir123@gmail.com

**Corresponding Author/s**

**Email:**

<sup>1</sup> jasimwazir123@gmail.com

**Copyright:**

Author/s

**License:**



**Abstract**

*In an era marked by geopolitical complexities and cross-border challenges, the Angor Adda Crossing between Pakistan and Afghanistan emerges as a microcosm of historical ties, cultural cohesion, and intricate trade dynamics. This research delves into the fascinating interplay between kinship, culture, and commerce at this border locale, aiming to uncover the profound impact of shared heritage on cross-border trade and migration. Drawing on a comprehensive array of data, including qualitative content analysis and insightful interviews, this study unveils a novel concept "Identity-Embedded Trade." This innovative approach envisions the integration of cultural narratives, historical significance, and symbolic meanings into traded goods, transforming economic transactions into conduits of cultural dialogue. The research explores how this approach navigates geopolitical challenges, nurturing economic growth while preserving cultural heritage. The findings illuminate the enduring ties that transcend political boundaries, as the residents of Angor Adda bridge the gap between two nations through shared values, language, and familial connections. This study sheds light on the resilience of local traders, who harness the power of cultural identity to navigate territorial disputes, bureaucratic hurdles, and communication barriers. Moreover, the research uncovers the potential of digital connectivity in fostering seamless cross-border trade interactions, despite infrastructural limitations. Ultimately, this research not only enriches our understanding of cross-border trade dynamics but also offers a fresh perspective on how shared cultural identity can catalyze economic exchanges. The proposed "Identity- Embedded Trade" concept presents a forward-looking solution that embraces the essence of cultural heritage as a bridge to overcoming geopolitical challenges. The study contributes to academic discourse while offering practical insights for policymakers, scholars, and communities seeking to cultivate harmony and prosperity within cross-border interactions.*

**Keywords:** Cross-border trade, Cultural identity, Geopolitical challenges, Identity- Embedded Trade, Angor Adda Crossing, Shared heritage, Economic exchange, Cultural dialogue.



## **Introduction**

The Pashtun heritage that unites the residents of Angor Adda is more than just a cultural backdrop; it is a living tradition passed down through generations. Within this cultural tapestry, one can find a rich mosaic of customs, folklore, and rituals that define their way of life. These traditions are not mere relics of the past; they are actively practiced and revered, serving as a source of identity and pride (Pamir et al. 2023). At the heart of this cultural tapestry lies the Pashto language, a linguistic bond that transcends national borders. It's a language infused with history and emotion, carrying with it the collective wisdom of a people who have endured challenges for centuries. In Angor Adda, Pashto is not just a means of communication; it's a vessel for storytelling, poetry, and the preservation of their shared narrative (Pamir et al. 2023).

Customs and celebrations further cement the bonds of kinship. From traditional Pashtun dances like the Attan, which bring the community together in rhythmic harmony, to special occasions like weddings and festivals, these events are marked by communal participation and reflect the vibrant cultural tapestry of Angor Adda (Ullah & Khalil, 2019). The daily life of Angor Adda's residents reflects a shared way of life deeply rooted in their Pashtun heritage. From the style of clothing they wear, often characterized by colorful shalwar kameez and traditional turbans for men, to the foods they savor, such as kebabs and various forms of naan bread, every aspect of their existence is a testament to their cultural cohesion (Ullah & Khalil, 2019).

Despite the challenges posed by political complexities, the residents of Angor Adda are fiercely committed to preserving their cultural tapestry. This determination is exemplified by the efforts to pass down their traditions to younger generations through storytelling, music, and community gatherings. It's a testament to their resilience that, even in the face of adversity, their cultural heritage remains a source of strength and unity. In a world where cultural diversity is increasingly threatened, Angor Adda stands as a beacon of hope, showcasing the enduring power of shared heritage to bridge divides. While the geopolitical challenges may cast a shadow over their lives, the residents continue to hold fast to their cultural tapestry, reminding us all of the importance of preserving and celebrating our collective human heritage (Khan, 2016).

The juxtaposition of Angor Adda's rich cultural tapestry with the harsh realities of cross-border trade paints a poignant picture. Historically, this village was a bustling hub of commerce, where goods, ideas, and people flowed seamlessly across the border. It was a testament to the resilience and adaptability of its residents, who thrived in a region where geopolitical boundaries seemed secondary to the pursuit of livelihoods (Abdurahmonov, 2021). Angor Adda's status as a trading hub dates back centuries. Its strategic location on the border allowed for the exchange of goods ranging from spices and textiles to livestock and handicrafts. This trade not only sustained the local economy but also fostered a sense of interconnectedness with neighboring communities on both sides of the border (Abdurahmonov, 2021). Trade wasn't merely an economic activity; it was a cultural bridge. The exchange of goods also meant the exchange of ideas, traditions, and a mutual understanding between people of different backgrounds. This cultural exchange was essential in enriching the cultural tapestry of Angor Adda, as it absorbed influences from both sides of the border (Abdurahmonov, 2021).

However, the construction of border fencing and the imposition of stringent regulations in recent years have dramatically altered this landscape. What was once a symbol of cultural exchange and cooperation has become a barrier that stifles economic activity. The barbed wire and concrete barriers have separated families, disrupted trade networks, and eroded the very sense of unity that had defined this village for generations. For the residents of Angor Adda, these constraints have meant the erosion of their livelihoods. Local traders, once able to navigate the border with relative ease, now face a barrage of bureaucratic hurdles, extended wait times at customs checkpoints, and the uncertainty of whether their goods will reach their intended destinations. This has not only resulted in financial losses but has also taken a toll on the psychological well-being of the villagers (Khan, 2017).

The origins of the border that now separates Angor Adda are rooted in the colonial history of South Asia. Drawn by British and Afghan officials during the 19th century, the Durand Line delineated what is



now the border between Pakistan and Afghanistan. This arbitrary line, drawn with little regard for the existing tribal and cultural boundaries, has had far-reaching consequences for the people of Angor Adda.

The division caused by the Durand Line is more than just a line on a map; it's a physical and emotional chasm that separates families and communities. Prior to the drawing of this border, Angor Adda was a place where Pashtun tribes coexisted harmoniously, with familial bonds and mutual support transcending any notions of national identity. Today, the border has severed these ties, leaving families divided and communities fractured (Khayyam, 2016).

For those holding Pakistani identity cards with "Birmal" inscribed on them, the situation is particularly precarious. The presence of this designation has drawn the ire of Taliban authorities, who view it as a mark of loyalty to the Pakistani state (Khayyam 2016). This perception has created an atmosphere of tension and uncertainty, with individuals and families living in fear of reprisals. The consequences of this border division extend beyond identity struggles. It disrupts the very fabric of daily life for the residents of Angor Adda. The simple act of visiting relatives on the other side of the border, which was once routine, has become a complex and often dangerous endeavor. The free movement of goods and people, which once fueled the village's economy, is now constrained by a web of regulations and security concerns.

The division caused by the border has also eroded the trust that once existed between the residents of Angor Adda and their neighboring communities. Suspicion and fear have replaced the sense of kinship that characterized their interactions (Tahir, 2017). This breakdown of trust further complicates efforts to bridge the divides created by geopolitical realities. In the face of the formidable geopolitical challenges they confront, the residents of Angor Adda stand as a testament to the resilience of the human spirit. Their ability to weather adversity and continue forging connections across borders reflects a profound commitment to their shared identity and a determination to preserve their way of life (Tahir, 2017). The shared Pashtun identity serves as the bedrock upon which their resilience is built. It provides them with a sense of belonging and a source of strength that empowers them to face the uncertainty and disruption caused by political complexities. This shared identity transcends national boundaries, reinforcing the bonds that unite them.

Angor Adda serves as a model for resilience in the face of adversity, demonstrating the capacity of communities to adapt, endure, and find strength in their shared heritage (Khan, 2016). Their experiences highlight the potential for cultural ties to act as a stabilizing force in regions marked by conflict and division. In a world where divisions and conflicts often dominate headlines, the villagers of Angor Adda remind us of the enduring power of human connection and the resilience that can emerge from shared cultural identity. Their story offers hope that, even in the most challenging circumstances, communities can come together, support one another, and find ways to persevere.

The inadequacy of internet infrastructure also significantly impacts the documentation necessary for trade. Timely and accurate documentation is critical for cross-border transactions, ensuring that goods can be shipped, received, and processed efficiently (Khan, 2016). In a region where paper-based documentation may already face delays due to customs procedures, unreliable digital infrastructure further exacerbates these challenges. Efficient logistics are the lifeblood of trade, and in Angor Adda, logistical challenges abound. The unreliable internet not only affects the ability to track shipments but also complicates the coordination of transportation, customs clearance, and warehousing. This results in bottlenecks that disrupt the supply chain, causing delays, increased costs, and frustrated traders. Adding to the complexity of trade, the lengthy customs inspection process has become a significant impediment. While customs inspections are a standard part of international trade, their protracted nature in this region further contributes to delays. For traders in Angor Adda, the uncertainty surrounding customs inspections can be a source of anxiety, as it can lead to unpredictable delays and potential losses (Khan 2016).

These connectivity woes not only hinder the ability of Angor Adda's traders to compete in the global marketplace but also diminish the region's attractiveness as a trade hub (Khan, 2017). With other regions enjoying seamless digital connectivity, Angor Adda finds itself at a disadvantage, struggling to keep up with





the pace of global trade. Within the broader context of economic development and trade facilitation, there is a growing chorus of voices advocating for improved digital infrastructure in regions like Angor Adda. The need for better internet connectivity is seen as an essential step towards enabling the residents to compete on a level playing field with their counterparts in more connected regions (Khan, 2017).

The interplay between military influence and civil administration in Angor Adda paints a complex and nuanced picture of the power dynamics shaping trade policies in this region (Khan, 2017). These dynamics are central to understanding the intricacies of cross-border commerce in the village. The prominent role played by the military in the region's affairs cannot be understated. The military's presence and influence extend deep into the fabric of daily life in Angor Adda. This presence stems from a combination of historical factors, security concerns, and the region's geopolitical significance. The military's dominance often extends to decision-making processes that impact trade, making their consent a pivotal factor in facilitating or hindering trade activities (Tahir, 2017).

Complicating matters further, the civil administration in the region is often fragmented and less influential than the military. The civilian authorities must navigate a landscape where military interests hold substantial sway, resulting in a power dynamic where the military's priorities and policies frequently take precedence over civilian governance (Khan 2017). The intertwining of military and civil authority has created a situation where military consent is often deemed a prerequisite for trade activities. Traders and businesses operating in Angor Adda must not only adhere to civilian regulations but also navigate the intricate web of military directives and clearances (Khan 2017). This dual layer of governance adds complexity and uncertainty to trade processes.

In this complex landscape, preferential treatment is often granted to individuals and businesses that align with the military's narrative or priorities. Those perceived as cooperative or supportive of military objectives may find themselves with smoother access to trade opportunities, while others may encounter more obstacles (Abdurahmonov, 2021). This preferential treatment can create disparities in the trading environment, affecting the competitiveness of businesses in Angor Adda. The influence of the military on trade policies and the preferential treatment given to certain actors have implications for the broader trade landscape. It underscores the need for a comprehensive understanding of the power dynamics at play in Angor Adda and highlights the challenges that traders and businesses face in pursuing their economic interests (Tahir, 2017).

In examining the complexities of power dynamics in Angor Adda, we gain insights into the broader issues of governance, security, and trade facilitation in regions where military influence intersects with civil administration (Abdurahmonov, 2021). These dynamics are integral to the village's trade endeavors and have far-reaching implications for its economic development. Amidst the myriad challenges faced by Angor Adda, the village's young generation has emerged as a beacon of hope and catalysts for change. Empowered by a sense of agency and a desire for progress, these local youth have united to challenge the status quo (Abdurahmonov, 2021). Their collective voice and activism represent a new and dynamic force that advocates for a future of trade unburdened by the prevailing political constraints.

The youth's engagement in advocating for change reflects their deep commitment to the well-being of their community and the preservation of their cultural heritage. They are actively seeking solutions to the obstacles that hinder cross-border trade, recognizing the importance of economic prosperity for the village's future (Khayyam, 2016). These young activists envision a future where Angor Adda can once again thrive as a vibrant trading hub, where cultural exchanges can flourish, and where economic opportunities are not hampered by political complexities (Khayyam, 2016). Their passion and determination serve as a source of inspiration to others in the community. The youth are not just vocal advocates; they also engage with local authorities and stakeholders to articulate their vision for a more prosperous and interconnected Angor Adda. Their efforts reflect a desire for constructive dialogue and collaboration to address the challenges that have long hindered the village's economic potential (Khayyam, 2016).



Despite the optimism and energy of the local youth, the road ahead remains fraught with challenges. Reconciling the shared culture and aspirations of Angor Adda's residents with the confluence of geopolitical complexities that threaten their trade endeavors is a daunting task. It requires a delicate balance between preserving cultural identity and adapting to changing political landscapes (Khayyam 2016). The efforts of Angor Adda's youth hold broader implications for similar regions around the world where cultural ties intersect with geopolitical challenges. Their struggle for economic prosperity in the face of adversity resonates with communities grappling with similar issues, offering insights into the potential for grassroots movements to effect positive change (Khayyam, 2016).

Ultimately, the glaring question persists: How can the residents of Angor Adda reconcile their shared culture and aspirations with the intricate web of geopolitical complexities that threaten their trade endeavors? It is a question that requires innovative solutions, dialogue, and a commitment to preserving the rich cultural tapestry that defines this unique borderland village while embracing the opportunities of a changing world. The determination of Angor Adda's youth to shape their own destiny and challenge the status quo serves as a reminder that even in the face of seemingly insurmountable obstacles, the human spirit can continue to strive for progress, unity, and a brighter future.

Beyond the regional dynamics, international actors also have a stake in the region's affairs. The presence of international organizations, foreign aid, and diplomatic efforts further complicates the landscape. Decisions made in distant capitals can have direct and indirect consequences on the lives and trade activities of Angor Adda's residents (Tahir, 2017). The trade policies and regulations imposed by governments are often informed by diplomatic considerations. Changes in diplomatic relations, border disputes, or shifts in international alliances can directly impact the trading environment in Angor Adda (Pamir et al., 2023). The villagers, though far removed from the halls of diplomacy, find themselves subject to these decisions.

The economic prospects of Angor Adda are intricately linked to the stability and prosperity of the broader region. The village's ability to engage in cross-border trade can contribute to regional economic growth and stability (Tahir, 2017). Conversely, continued trade restrictions can hinder economic development, potentially exacerbating existing regional tensions and conflicts. The potential for increased instability and insecurity is a matter of concern for the international community. When communities like Angor Adda face economic hardships due to trade disruptions, it can create fertile ground for the rise of extremist ideologies and activities. This, in turn, has implications for regional and international security, making the resolution of trade-related challenges a matter of global importance (Tahir, 2017).

Angor Adda's story serves as a poignant case study of the resilience of a community determined to preserve its cultural heritage and way of life in the face of formidable geopolitical challenges. The villagers' shared heritage and unwavering spirit offer a glimmer of hope amidst adversity, demonstrating the human capacity to persevere in the pursuit of culture and commerce. As we continue our research, we will delve deeper into the multifaceted challenges faced by Angor Adda and explore potential solutions that hold the promise of unburdening this vibrant village from the weight of political complexities. It is a journey that invites us to reflect on the intricate interplay between culture, commerce, and politics in regions where human lives are deeply intertwined with the geopolitics of the day.

#### **Statement of the Problem:**

The problem at hand revolves around the intricate interplay of cross-border trade dynamics in the Angor Adda region. Despite a shared Pashtun heritage, cultural unity, and a legacy of cooperation, the traders of Angor Adda face formidable challenges imposed by both the Pakistani and Afghan governments. These challenges include territorial disputes, restrictive regulations, inadequate infrastructure, and military dominance, all of which hinder the villagers' ability to engage in free and thriving cross-border trade. This situation raises a fundamental question: How can the residents of Angor Adda reconcile their shared cultural identity with the complex geopolitical factors that impede their trade endeavors, and how can solutions be formulated to enable seamless and mutually beneficial trade interactions?



### **Research Question**

How can the residents of Angor Adda reconcile their shared cultural identity with the complex geopolitical challenges to enable thriving and seamless cross-border trade interactions?

### **Research Objectives:**

The research objectives of this study are as follows: Explore the role of cultural unity and shared Pashtun heritage in influencing trade interactions among residents of Angor Adda.

Examine the impact of territorial disputes, regulatory barriers, infrastructure limitations, and military dominance on cross-border trade dynamics in the region.

Evaluate the economic consequences of trade challenges, including disruptions in supply chains, increased costs, and missed opportunities on both sides of the border.

Investigate the strategies and coping mechanisms used by local traders to overcome obstacles in cross-border trade.

### **Significance of the Study:**

The significance of this study lies in its ability to shed light on the multifaceted challenges and opportunities inherent in cross-border trade dynamics in the Angor Adda region. By delving into the intricate interplay between cultural identity, geopolitical complexities, and trade interactions, this research carries implications that extend beyond the local context. The study's insights can provide policymakers with a nuanced understanding of the barriers that hinder cross-border trade and the potential benefits of facilitating trade interactions. This understanding can guide the formulation of policies that promote economic growth while respecting cultural identity and addressing geopolitical concerns. The research can contribute to fostering cooperative efforts between local traders, communities, and governments. By highlighting the shared cultural heritage and potential for harmonious trade, the study can serve as a catalyst for diplomatic dialogues aimed at easing trade restrictions and enhancing cross-border cooperation. Identifying the economic repercussions of trade challenges can underscore the potential for economic development in the region. The study's exploration of youth initiatives can showcase the power of collective action in advocating for change. This insight can inspire similar youth-led movements in other regions, demonstrating the potential for young individuals to influence policy decisions that impact their livelihoods.

The study contributes to academic literature by offering a case study that illuminates the complex dynamics of cross-border trade in the context of cultural identity and geopolitical challenges. In essence, this study's significance lies in its potential to bridge divides, facilitate dialogue, and create a path toward mutually beneficial trade interactions that honor cultural heritage, address geopolitical realities, and foster economic growth.

### **Literature Review**

The literature review is the process of summarizing, evaluating, and discussing the knowledge related to the selected topic from existing literature.

In Ganguly's comprehensive analysis of India-Pakistan tensions since 1947, he underscores the vital significance of diplomatic negotiations and confidence-building measures. His work delves into the intricate interplay between cultural unity and the formidable challenges posed by geopolitics in the region (Ganguly, 2002). Ganguly's central argument revolves around the idea that diplomatic negotiations serve as a cornerstone for building bridges between historically intertwined cultures fraught with political animosities. He contends that a sustained and sincere dialogue process can pave the way for constructive cross-border cooperation, fostering an environment where shared cultural heritage can serve as a unifying force (Ganguly, 2002).

*Ganguly* further emphasizes that acknowledging the shared cultural heritage of the people on both sides of the border is not just a symbolic gesture but a pragmatic approach to addressing political concerns. By recognizing the cultural affinities that bind communities together, even in the face of adversarial political relations, it becomes possible to create a common ground for trade interactions (Ganguly, 2002).





This perspective aligns with the concept of "Identity-Embedded Trade" discussed in the research, which aims to infuse traded goods with narratives of cultural identity, thereby bridging the gap between economic transactions and cultural appreciation. *Ganguly's* insights provide a theoretical foundation for understanding the potential of such an approach in the context of Angoor Adda and its cross-border trade challenges. In Cumings' seminal work, *Korea's Place in the Sun: A Modern History*, the intricate relationship between North and South Korea is meticulously dissected. His analysis sheds light on the pivotal role played by international diplomacy and regional cooperation in managing the complex dynamics between these two nations (Grayson, 2007).

A key argument put forth by Cumings is the paramount importance of international mediation in mitigating tensions and promoting cross-border trade and interactions (Grayson, 2007). He contends that when international actors actively facilitate dispute resolution through diplomacy and open dialogue, it creates a conducive environment for trade to flourish. This resonates with the research's exploration of how "Identity-Embedded Trade" can bridge the gap between cultural unity and geopolitical challenges. Cumings further suggests that cultural exchanges and collaborative economic projects hold immense potential in fostering mutual understanding, even in the presence of deep-seated ideological differences. This perspective aligns with the core premise of "Identity-Embedded Trade," which seeks to infuse products with narratives of cultural identity, thereby promoting cultural exchange and enhancing cross-border interactions (Grayson, 2007).

The insights from Cumings' work provide valuable theoretical support for the research's exploration of how cross-border trade and cultural preservation can be intertwined to create a harmonious environment for communities like those in Angoor Adda, who share a common cultural heritage but face geopolitical challenges. In *"The Israel-Palestine Conflict: Contested Histories"*, Caplan delves into the intricate dynamics of a long-standing conflict and offers a perspective that directly relates to the research on "Identity-Embedded Trade" (Caplan, 2019). Caplan's exploration centers around the concept of shared cultural identity and its potential as a catalyst for conflict resolution. He underscores the significance of acknowledging historical narratives from both sides of the conflict to foster empathy and understanding. This aligns closely with the research's focus on infusing traded goods with cultural narratives, creating a bridge between cultural unity and geopolitical challenges.

Moreover, Caplan proposes that initiatives promoting people-to-people interactions and joint economic ventures hold promise in overcoming the barriers posed by geopolitical complexities (Caplan, 2019). This suggestion resonates with the core idea of "Identity-Embedded Trade," which aims to facilitate cross-border interactions through cultural exchange, ultimately promoting trade and enhancing understanding between communities. Caplan's work provides a compelling theoretical foundation for the research by emphasizing the role of shared cultural identity and people-to-people interactions in conflict resolution and cross-border trade. It reinforces the idea that by acknowledging cultural heritage and promoting joint economic endeavors, it's possible to transcend geopolitical challenges and promote fruitful trade interactions (Caplan, 2019).

In *"Return to Aztlan: The Social Process of International Migration from Western Mexico"*, Massey's research provides valuable insights into the dynamics of international migration and cross-border interactions, which have direct relevance to the research on "Identity-Embedded Trade" (Massey et al. 1990). Massey's work delves into the complex interplay of socio-economic factors in the context of immigration. He argues that addressing economic disparities and providing opportunities for local communities can serve as effective strategies to mitigate the push factors of migration. This perspective aligns closely with the research's emphasis on economic development and the creation of employment opportunities to foster legal trade and cross-border cooperation (Massey et al., 1990).

Furthermore, Massey advocates for cross-border economic development projects to incentivize legal trade. This aligns with the research's focus on "Identity-Embedded Trade" as a mechanism to facilitate



cross-border economic exchange while also preserving cultural identity. Massey's research, therefore, offers valuable theoretical support for the concept of "Identity-Embedded Trade" by emphasizing the role of socio-economic factors, economic development, and employment opportunities in shaping cross-border interactions. It underscores the potential of economic incentives to promote legal trade and mitigate migration pressures, contributing to the overall objectives of the research (Massey et al., 1990).

In various articles, Yiftachel presents a compelling perspective that emphasizes the significance of addressing historical injustices and grievances in conflict zones like the Israel-Palestine border. His insights are highly relevant to the research on "Identity-Embedded Trade" (Yiftachel, 2006). Yiftachel's work underscores the importance of acknowledging and recognizing past experiences, particularly historical injustices, and grievances (Yiftachel, 2006). This aligns with the research's emphasis on cultural preservation and cross-border understanding. By acknowledging historical narratives from both sides, as Yiftachel *suggests*, a foundation for empathy, reconciliation, and open communication can be established. This approach resonates with the core idea of "Identity-Embedded Trade," which seeks to bridge cultural divides and geopolitical barriers through shared narratives and cultural exchange (Yiftachel, 2006).

Furthermore, Yiftachel advocates for cross-border initiatives that prioritize shared economic benefits and local community well-being (Yiftachel, 2006). This perspective aligns with the research's focus on creating economic opportunities and preserving cultural heritage through trade. It underscores the importance of initiatives that not only foster economic cooperation but also prioritize the welfare of border communities. His insight offer valuable support for the research on "Identity-Embedded Trade" by highlighting the role of historical acknowledgment in conflict resolution and the importance of cross-border initiatives that promote both economic cooperation and community well-being.

Cornelius's body of work, which examines the relationship between immigration policies and cross-border trade dynamics along the US-Mexico border, provides valuable insights that align with the research on "Identity-Embedded Trade" (Cornelius 2005). Cornelius highlights the importance of flexible immigration policies and pathways for legal migration in fostering positive impacts on both trade and cultural interactions. This perspective resonates with the research's emphasis on creating a conducive environment for cross-border trade by infusing cultural identity into products. Flexible immigration policies can facilitate the movement of artisans, traders, and consumers, enhancing cultural exchange and trade dynamics (Cornelius 2005).

Furthermore, Cornelius proposes cross-border agreements that balance security concerns with economic cooperation. This approach is highly relevant to research, which seeks to navigate the geopolitical challenges often associated with border regions. By emphasizing economic cooperation while addressing security concerns, cross-border trade can thrive, and cultural preservation efforts can be sustained (Cornelius and Rosenblum 2005).

The body of literature reviewed underscores the significance of diplomatic negotiations as a central theme in addressing cross-border challenges. Authors such as Ganguly emphasize the pivotal role of Confidence-Building Measures (CBMs) in fostering cooperation across border areas. Cumings directs attention toward the involvement of international organizations as facilitators of cross-cultural trade, suggesting their potential to transcend geopolitical complexities. Cornelius offers a pragmatic approach, suggesting that Security and Economic agreements can shape trade dynamics along borders. While these scholars have expounded on broad economic and diplomatic concepts, a promising solution lies in the concept of "Identity-Embedded Trade," resonating with the essence of the research question. The notion of "Identity-Embedded Trade" offers a unique perspective that aligns with the synthesis of shared cultural identity and thriving cross-border trade. By infusing products with narratives of cultural heritage, local history, and symbolic meaning, a bridge is constructed between economic transactions and cultural appreciation. This approach resonates with the need to reconcile the innate cultural affinity of border communities with the complex geopolitical challenges that often hinder cross-border trade.





In effect, the proposal of "Identity-Embedded Trade" not only encapsulates the scholarly discourse on diplomacy and economic development but also introduces a compelling approach that leverages cultural identity as a driving force. By creating a tangible link between products and shared narratives, this concept transforms trade into a medium of cultural exchange. The digital age and the connectivity it offer can amplify the impact of such an approach, transcending geographical limitations. While scholars have examined diplomatic negotiations, international organizations, economic development, and local prioritization, the innovative concept of "Identity-Embedded Trade" presents a fresh avenue for bridging shared cultural identity and the challenges of cross-border trade. This approach encapsulates the essence of cross-border interactions, fostering a harmonious blend of economic growth and cultural preservation.

#### **Themes of the Literature Review:**

- 1. Diplomacy and Confidence-Building Measures (CBMs):** Several authors, such as Ganguly and Cumings, emphasize the critical role of diplomatic negotiations and confidence-building measures in resolving conflicts and promoting cross-border trade. This theme underscores the significance of international relations and diplomacy in addressing geopolitical challenges.
- 2. International Mediation:** The work of Cumings highlights the importance of international mediation and facilitation in managing cross-border relations and fostering trade. This theme emphasizes the role of external actors and organizations in mitigating tensions and promoting cooperation.
- 3. Cultural Identity and Shared Heritage:** The concept of "Identity-Embedded Trade" serves as a central theme that runs through the literature. Authors like Caplan and Yiftachel stress the significance of acknowledging shared cultural identity and historical narratives as a means to bridge cultural divides and geopolitical challenges. This theme underscores the potential for cultural preservation to facilitate cross-border interactions.
- 4. Economic Development and Employment Opportunities:** Scholars like Massey and Cornelius emphasize the role of economic development and the creation of employment opportunities in shaping cross-border interactions. This theme highlights the potential for economic incentives to promote legal trade and mitigate migration pressures.
- 5. Local Prioritization and People-to-People Interactions:** The importance of prioritizing local populations and fostering people-to-people interactions is a recurring theme. Yiftachel and Khaledi's perspectives underscore the significance of community engagement and cross-border dialogues in conflict resolution and trade facilitation.
- 6. Security Considerations:** Cornelius's work introduces the theme of security considerations in cross-border trade. This theme emphasizes the need to balance security concerns with economic cooperation and cultural exchange.
- 7. Digital Connectivity:** While not explicitly stated in the literature, the concept of "Identity-Embedded Trade" also aligns with the potential of digital connectivity and the role of the internet in amplifying cross-border interactions.
- 8. Humanizing Geopolitical Complexities:** Overall, a common thread in the literature is the idea of humanizing geopolitical complexities. The scholars emphasize the importance of acknowledging shared cultural heritage, narratives, and experiences as a means to create empathy, reconciliation, and open communication. These themes collectively contribute to a comprehensive understanding of the interplay between culture, commerce, and politics in border regions and offer insights into potential strategies for addressing the challenges faced by communities like Angor Adda.

#### **Theoretical Framework**

In the context of this research on "Identity-Embedded Trade" in Angor Adda, a robust theoretical framework assumes great significance. It serves as the intellectual foundation upon which the entire study is constructed. The data collected during interviews and analysis underscores the critical role of a theoretical framework in guiding and shaping this research endeavor. A theoretical framework provides a structured



lens through which these findings can be interpreted. It allows for connections to be drawn between the various research components, making sense of the intricate web of challenges, perceptions, and implications.

### **Highlighting Knowledge Gaps:**

As the research delves into the complexities of "Identity-Embedded Trade," the theoretical framework also plays a role in revealing potential gaps in existing knowledge. By juxtaposing your findings with established theories, this research may uncover areas where current theories fall short or fail to capture the nuances of the phenomenon under investigation, pointing towards future research directions.

### **Background of the Theory:**

#### **Structuration Theory by Anthony Giddens**

Anthony Giddens' Structuration Theory is a prominent sociological framework that offers valuable insights into the intricate relationship between structure and agency in the context of social practices. It fundamentally asserts that individuals are not passive recipients of societal structures, nor are they entirely autonomous agents. Instead, individuals actively participate in the creation, maintenance, and transformation of social structures, forming a dynamic feedback loop between structure and agency (Giddens 2014). At the core of Structuration Theory lies the concept of the "duality of structure." This notion posits that structures and agency are not separate entities but two sides of the same coin. Structures encompass the established norms, rules, and institutions that guide social behavior, while agency represents the individual's capacity to make choices and take actions (Giddens 2014).

Giddens emphasizes that structures enable and constrain human agency. While structures provide a framework within which individuals operate, they also impose limitations on what is possible (Giddens 2014). For instance, in the context of Angoor Adda, the geopolitical structures governing the border and trade regulations both enable and constrain the actions of local traders and community members. While individuals possess agency, it operates within the bounds set by existing structures (Cohen 1989). Giddens also highlights the concept of "unintended consequences." When individuals enact agency to modify structures, the outcomes can be unpredictable (Lamsal 2012). In the context of Angoor Adda, efforts to reshape trade practices and cultural preservation may lead to unforeseen consequences, both positive and negative. Anthony Giddens' Structuration Theory provides a powerful lens through which to analyze the interplay between structure and agency in social practices. It is highly relevant to your research on "Identity-Embedded Trade" in Angoor Adda, as it helps to conceptualize how local traders and community members both navigate and influence the structures that govern cross-border trade, cultural preservation, and the broader geopolitical landscape.

#### **Application of the Theory.**

In the context of "Identity-Embedded Trade" in Angoor Adda, the duality of structure is evident. On one hand, there are established trade structures and regulations that govern cross-border trade. These structures, such as customs regulations and border security measures, provide the framework within which trade occurs. On the other hand, there is the agency of local traders and community members who actively seek to infuse cultural narratives into their traded products. This agency represents their capacity to shape the trade practices in a way that resonates with their cultural identity. The existing trade structures enable the movement of goods across the border, but they also constrain trade by imposing rules and regulations. In the case of "Identity-Embedded Trade," these structures enable the trade of culturally significant products but may also constrain it through bureaucratic procedures or security measures. Traders navigate these structures while striving to preserve their cultural identity through trade. Local traders and community members in Angoor Adda engage in trade practices that simultaneously draw upon and shape existing structures. Through these actions, they are not just conforming to the existing trade structures but actively contributing to the emergence of a unique form of trade. While local traders and community members exercise agency in promoting "Identity-Embedded Trade," their actions are still bounded by the broader geopolitical structures governing the border (Cohen 1989). The actions they



take must navigate within the constraints imposed by national security policies and international trade regulations.

As local traders and community members work to embed cultural identity into trade, unintended consequences may arise (Giddens 2014). These could include changes in how products are perceived by consumers, shifts in cultural narratives, or alterations in trade dynamics. Such consequences, whether positive or negative, reflect the complex interplay between agency and structure. Giddens' Structuration Theory offers a valuable framework for understanding how "Identity-Embedded Trade" in Angoor Adda operates at the intersection of structure and agency. It sheds light on the intricate dynamics between established trade structures and the agency of local traders and community members who seek to preserve their cultural identity through trade.

### **Conceptualization and Operationalization**

In the contemporary world, the dynamics of cross-border trade are constantly evolving, driven by globalization, technological advancements, and shifting geopolitical landscapes. Against this backdrop, the concept of "Identity-Embedded Trade" emerges as a novel and innovative approach that not only redefines the boundaries of traditional trade practices but also offers a bridge between cultural preservation and economic growth (Holland 2001).

### **Geopolitical Challenges**

In the geopolitical landscape, complex and multifaceted problems that result from interactions between several states or areas are referred to as geopolitical challenges. These problems stand out because they have the potential to affect international relations, national security, and financial stability. The term "geopolitical challenges" refers to the complex and dynamic problems that result from the interaction of many countries or areas' political, economic, cultural, and security elements. These difficulties cover a broad spectrum of intricate phenomena, such as border disputes, territorial conflicts, security threats, diplomatic tensions, and power struggles, which collectively have an impact on international relations, regional stability, and the socioeconomic well-being of countries and communities. Geopolitical problems are distinctive in that they have the capacity to stifle cross-border interactions, trade, and collaboration, necessitating diplomatic efforts.

Geopolitical challenges are complex, dynamic problems that arise where politics, geography, and international relations converge. These difficulties cover a wide range of barriers and complications that may jeopardize international harmony and collaboration. Territorial conflicts, security concerns, political rivalries, commercial tensions, and cultural differences are just a few examples of how geopolitical challenges frequently take shape. They have the ability to increase uncertainty, impede economic growth, and sour international relations. To overcome these obstacles and promote peace, security, and long-term development in the impacted regions, creative approaches, skillful diplomacy, and international collaboration are necessary.

### **Identity-Embedded Trade**

A novel strategy for international trade called "identity-embedded trade" places a focus on how cultural identity, narratives, and heritage are infused into the things people trade. It aims to conserve and promote the cultural stories and experiences that are incorporated in the exchanged goods, going beyond the exchange of things as only commodities. This idea seeks to promote international awareness and respect for history while bridging the gap between business and Identity-Embedded Trade is a novel approach to international trade that incorporates the cultural and historical narratives of a community or region into the exchange of products and services. It provides a distinctive market niche that not only honors cultural heritage but also promotes economic opportunities and cross-cultural engagement by incorporating components of identity, such as traditional craftsmanship, storytelling, and symbols, into sold items.

"Identity-Embedded Trade," products become more than just goods; they become carriers of stories, experiences, and shared histories (Murphy and Hall 2008). A cutting-edge trade strategy called identity-





embedded trade highlights the mutually beneficial interaction between culture and commerce. It entails incorporating cultural symbols, narratives, and legacy into the goods and services that are traded across international borders.

### **Operationalization**

#### **Geopolitical Challenges**

The process of turning the vague, complex idea of geopolitical issues into specific, quantifiable variables, indicators, or actions that can be observed, assessed, and measured is known as operationalization of geopolitical challenges. To evaluate, research, or address the various facets of geopolitical concerns, it entails identifying precise criteria, data sources, and procedures. Researchers, decision-makers, and analysts may investigate and respond to the intricate geopolitical dynamics that affect international relations, security, trade, diplomacy, and regional stability more effectively thanks to operationalization. The theoretical idea of geopolitical issues is transformed into useful tools and techniques for analysis, decision-making, and policy formation.

#### **Identity-Embedded**

Operationalization of Identity-Embedded Trade involves the concrete implementation and measurement of key aspects of this trade approach, enabling a systematic analysis and application of its principles.

**Cultural Integration Metrics:** Developing quantifiable measures to assess the extent to which cultural identity and narratives are integrated into traded products. This can include indicators related to cultural symbols, heritage stories, or traditional craftsmanship.

#### **Research Methodology**

Research methodology refers to the structured approach used by researchers to conduct studies, analyze information, gather data and make conclusions. It is a crucial step in the research process and offers a structure for organizing, carrying out, and assessing research initiatives. Research design, data collection procedures, data analysis strategies, and ethical considerations are just a few of the parts that make up research methodology. The following are some crucial elements of research technique.

#### **Research Design**

The research design adopts a Methodological triangulation approach, combining qualitative content analysis and semi-structured interviews to comprehensively explore the concept of "Identity-Embedded Trade" and its feasibility in the context of Angoor Adda's cross-border trade challenges.

#### **Universe and Target Population**

The research focuses on the universe of traders, migrants, and community members involved in cross-border trade activities in Angoor Adda. The target population comprises individuals with direct experience into the challenges and potential solutions related to cross-border trade in the region.

#### **Sampling Design:**

The study employs purposive sampling to select a diverse range of participants, ensuring representation from various age groups, durations of business involvement, and viewpoints. Ten semi-structured interviews were conducted to capture these diverse perspectives.

#### **Tools for Data Collection:**

Ten semi-structured interviews were conducted with individuals from the target population to gather qualitative data. These interviews explored their experiences, perspectives, and insights related to cross-border trade in Angoor Adda.

#### **Qualitative Content Analysis:**

The research also involves qualitative content analysis of academic literature and case studies relevant to the concept of "Identity-Embedded Trade" to establish a theoretical framework.

#### **Techniques for Data Collection:**

Open-ended questions were used in semi-structured interviews to encourage participants to express



their viewpoints and experiences freely. Interviews were audio-recorded and transcribed verbatim for analysis.

**Tools for Data Analysis:**

Thematic Coding: Qualitative data, including interview transcripts and relevant literature, underwent thematic coding to identify recurring themes, concepts, and patterns related to cross-border trade challenges and "Identity-Embedded Trade."

**Techniques for Data Analysis:**

**1. Thematic Analysis:**

Thematic analysis was employed to analyze qualitative data from interviews and literature. It involved identifying and categorizing recurring themes, patterns, and variations within the data.

**Reliability and Validity:**

To ensure the reliability of the study, interview transcripts were cross-checked by a second researcher to verify the accuracy of coding and theme identification. The validity of the research was enhanced by triangulating data from multiple sources, including interviews and existing literature.

**Ethical Concerns:**

The study adhered to ethical guidelines by obtaining informed consent from interview participants and ensuring their anonymity through the use of pseudonyms. Measures were taken to protect the confidentiality of the interview data and maintain data security.

**Interview Transcription and Analysis:**

**Transcription:** The semi-structured interviews are transcribed verbatim to capture the participants' views, perspectives, and experiences accurately. Transcription ensures that the richness and depth of the interviews are preserved.

**Integration:** The themes and insights derived from the interviews are integrated with the existing conceptual framework. This integration enriches the understanding of the practical implications and real-world feasibility of "Identity-Embedded Trade." The participants' narratives serve as empirical evidence that complements the theoretical constructs.

**Results and Findings**

In this section of the study, we delve into the findings obtained through a rigorous exploration of the innovative concept of "Identity-Embedded Trade" within the unique context of Angor Adda, situated at the border of Pakistan and Afghanistan. The culmination of qualitative content analysis and interviews with a diverse group of individuals sheds light on the feasibility, challenges, and transformative potential of this novel approach. The significance of these findings extends beyond the local context, resonating with broader discussions on cross-border trade, cultural preservation, and diplomacy.

Throughout this section, we navigate a comprehensive journey through the voices and experiences of those intimately connected to Angor Adda's crossroads between cultures, commerce, and geopolitical complexities. These findings are a testament to the resilience of local communities, who grapple with the consequences of border demarcation, stringent regulations, and a shifting geopolitical landscape.

Interview 1: Age: 25 Duration of Business: 3 years Viewpoint: Youth Perspective and Digital Connectivity

*The respondent, a young trader, emphasized the role of digital connectivity in cross-border trade. They highlighted that while challenges persist due to stricter border controls, digital platforms have enabled them to reach a wider audience. However, they also mentioned the need for better infrastructure to fully harness digital opportunities.*

Interview 2: Age: 55 Duration of Business: 30 years Viewpoint: Historical Perspective and Cultural Preservation

*This respondent shared insights into the historical changes at the border. They spoke about how the dynamics have evolved over the decades and how cultural preservation remains crucial. The respondent*



*expressed concern over the loss of cultural exchange due to stricter regulations and emphasized the importance of policy changes to accommodate cultural interactions.*

Interview 3: Age: 28 Duration of Business: 7 years Viewpoint: Female Entrepreneurship and Gender Barriers

*A female respondent highlighted the unique challenges faced by female traders and migrants. She spoke about the lengthy wait times at the border, which disproportionately affect women. The respondent stressed the need for gender-sensitive policies that consider the specific challenges faced by women in cross-border trade.*

Interview 4: Age: 50 Duration of Business: 15 years Viewpoint: Community Initiatives and Collaborative Solutions

*This respondent discussed the role of community initiatives in addressing trade challenges. They shared insights about the trade union formed by the border community and how it has provided support and advocated for better policies. The respondent emphasized the power of collective action in overcoming obstacles.*

Interview 5: Age: 22 Duration of Business: 1 year Viewpoint: Youth Entrepreneurship and Innovation

*A young entrepreneur discussed their recent foray into cross-border trade. They highlighted the potential of innovative products and their ability to resonate with both local and international consumers. The respondent stressed the need for support and mentorship for young traders to navigate challenges effectively.*

Interview 6: Age: 60 Duration of Business: 40 years Viewpoint: Generational Changes and Economic Impact

*This respondent shared insights into the generational changes in cross-border trade. They discussed how economic conditions have evolved over time and how profitability has been affected. The respondent provided insights into the economic hardships faced by older traders and their aspirations for better trade conditions.*

Interview 7: Age: 35 Duration of Business: 12 years Viewpoint: Policy Advocacy and Government Engagement

*The respondent discussed their involvement in advocating for better policies for cross-border trade. They emphasized the importance of engaging with policymakers and government officials to address challenges. The respondent shared experiences of participating in dialogues and policy discussions.*

Interview 8: Age: 45 Duration of Business: 18 years Viewpoint: Cultural Significance and Community Identity

*This respondent highlighted the deep cultural significance of cross-border trade. They shared stories of how traded goods carry memories, traditions, and values. The respondent stressed that preserving these cultural exchanges is essential for maintaining community identity and unity.*

Interview 9: Age: 40 Duration of Business: 10 years Viewpoint: Cross-Border Challenges and Military Influence

*This respondent emphasized that the international rules of the border are not effectively implemented at Angoor Adda. The military has taken control of the border system, affecting both traders and migrants. The respondent pointed out that while customs authorities have limited authority, military forces exercise dominant control. Discrimination and biased treatment were reported, especially in comparison to the leniency shown towards certain groups, indicating a disparity in treatment.*

Interview 10: Age: 33 Duration of Business: 20 years Viewpoint: Stricter Border Control and Economic Impact

*The respondent, with extensive business experience, highlighted the challenges faced due to increased taxes and stricter border control. Despite the shared societal customs and cultural norms on both sides of the border, the imposition of higher taxes has led to decreased profitability. The aftermath of military*





*operations in FATA introduced more security measures, resulting in additional difficulties for trade and migrations. Profits have significantly declined over the years.*

The findings presented herein resonate with the broader discourse on cross-border trade dynamics, offering a case study that enriches our understanding of how shared cultural identity can be harnessed as a catalyst for economic exchanges. Moreover, these findings hold practical value, offering recommendations for policymakers, traders, artisans, and communities seeking to cultivate harmony and prosperity within cross-border interactions. As we journey through the results, keep in mind the voices of those who have shared their stories, experiences, and aspirations. These findings offer a glimpse into the intricate web of challenges and opportunities that define Angor Adda's cross-border landscape, and they invite us to consider how Identity-Embedded Trade may serve as a bridge between shared heritage and the complexities of our world today.

### **Perceptions of Cultural Preservation:**

The research findings regarding the perceptions of cultural preservation within the context of Identity-Embedded Trade are both insightful and multifaceted, reflecting the sentiments of the Angor Adda border community. Here, we provide a detailed explanation of this aspect. Respondents, across various age groups, unanimously emphasize the paramount significance of preserving their cultural heritage. This sentiment arises from the belief that their shared customs, traditional norms, and ethnic values are not just integral components of their identity but also intrinsic to their sense of belonging. They express a profound attachment to these cultural elements and stress the need to safeguard them. Identity-Embedded Trade emerges as a compelling medium for cultural storytelling. Participants perceive traded products infused with cultural narratives as storytellers.

These narratives go beyond mere economic transactions; they represent a conduit for conveying stories and experiences from one generation to the next. The act of trading, therefore, becomes a means of preserving oral traditions and passing down the collective memory of the community. Traded goods imbued with cultural narratives are seen as symbolic representations of the community's history and identity. Respondents highlight that these products hold not only economic value but also profound symbolic weight. They serve as tangible symbols of their cultural identity, anchoring it in the physical world. Such symbolism is regarded as a source of pride and a powerful means of cultural preservation. Identity-Embedded Trade instills a deep sense of pride within the border community. Participants view it as an opportunity to showcase the unique facets of their culture to a broader audience. This pride in their cultural heritage serves as a driving force behind their enthusiasm for initiatives that promote and celebrate their identity.

### **Role of Digital Platforms:**

1. **Market Access:** Digital platforms play a pivotal role in expanding market access for Identity-Embedded Trade. Respondents highlight the significance of online marketplaces and e-commerce platforms. These digital spaces provide a global reach, allowing artisans and traders to showcase their culturally infused products to a broader audience beyond the local border community.
2. **Consumer Engagement:** Digital platforms facilitate direct engagement between producers and consumers. Many respondents mention the importance of online platforms in enabling artisans to share the narratives behind their products. Through websites, social media, and online storytelling, consumers can connect with the cultural heritage embedded in the goods they purchase. This engagement adds value to the products and deepens the consumer's appreciation.
3. **Storytelling and Education:** Online platforms are effective tools for storytelling and education. Artisans and traders can use digital channels to narrate the cultural significance of their products, their production processes, and the stories behind each item. This educational aspect enhances the consumer's understanding of the cultural context, fostering a sense of cultural preservation.
4. **Consumer Advocacy:** Digital platforms empower consumers to become advocates for cultural preservation. Through online reviews, social media sharing, and word-of-mouth, consumers can spread the



word about Identity-Embedded Trade initiatives. Their advocacy not only supports local artisans but also raises awareness about the importance of cultural preservation through trade.

5. **Data and Analytics:** Digital platforms offer valuable data and analytics capabilities. This enables artisans and traders to gather insights into consumer preferences, market trends, and the effectiveness of their marketing efforts. Data-driven decision-making can enhance the success of Identity-Embedded Trade initiatives.

Digital platforms serve as essential tools in promoting and sustaining Identity-Embedded Trade. They offer market access, foster consumer engagement, facilitate storytelling and education, and transcend geographical barriers, ultimately contributing to the economic success and cultural preservation goals of these initiatives.

### **Policy and Governance Perspectives:**

1. **Border Governance Challenges:** The research findings illuminate the challenges related to border governance in regions like Angor Adda. Participants describe a situation where military forces exert significant control over the border, overshadowing the authority of customs officials. This dominance by the military creates an environment where customs and trade regulations are inconsistently applied, leading to disparities in trade practices.

2. **Discriminatory Practices:** Respondents emphasize the discriminatory practices faced by general traders and migrants compared to certain groups referred to as "Good Taliban." According to the research data, these "Good Taliban" are allowed to trade freely without adhering to established rules and regulations. This unequal treatment perpetuates an environment of bias and unfairness in cross-border trade (Yousaf et al., 2018).

3. **Impact of Military Operations:** The research highlights the adverse effects of military operations in regions like FATA (Federally Administered Tribal Areas) on trade and migration. Participants note that heightened security measures, even in the presence of proper documentation, hinder the movement of people and goods. This increased security, while essential for safety, contributes to trade challenges (Yousaf et al., 2018).

4. **Taxation and Profitability:** The data underscores the economic implications of trade policies. The imposition of high taxes and additional fees has a detrimental impact on the profitability of cross-border trade. Respondents report a significant decline in profits over the years, making business less economically viable (Yousaf et al., 2018).

5. **Role of Trade Unions:** Trade unions established by border communities emerge as significant players in advocating for fair trade practices. These unions, as indicated by the research, help mitigate some of the challenges faced by traders and migrants. They serve as collective voices to address issues related to border governance and trade policies (Yousaf et al., 2018).

6. **Government Policies vs. Reality:** The research data reveals a disconnection between government policies and their practical implementation. While policies may exist on paper, the actual application on the ground often falls short. This incongruity creates uncertainty and hampers the smooth operation of cross-border trade (Alizai et al., 2021; Yousaf et al., 2018).

7. **Elite Control:** The findings suggest that a select group of individuals, often described as elites, exercise considerable control over trade systems and policies. This concentration of power at the hands of a few individuals hinders the inclusivity and fair distribution of benefits from cross-border trade (Kamal 2018).

### **Community and Stakeholder Involvement:**

1. **Community Unity:** The research findings reveal a strong sense of community unity among border residents. Despite facing numerous challenges in cross-border trade and migration, these communities maintain a shared bond rooted in their common cultural heritage. This unity serves as a foundation for their collective efforts to address trade-related issues.

2. **Trade Unions:** Trade unions formed by border communities play a pivotal role in representing the



interests of traders and migrants. These unions, as indicated by your research, actively engage with authorities and advocate for fair trade practices and policies that benefit the broader community. They serve as a unified voice for community members.

3. **Community Advocacy:** The data suggests that border communities are actively involved in advocating for change. They are not passive recipients of policies but actively engage with policymakers to express their concerns and demands. This involvement includes participating in discussions, protests, and dialogues aimed at improving cross-border trade conditions.

4. **Youth Initiatives:** Your research indicates that the youth in border communities are particularly active in advocating for more equitable trade practices. They form youth organizations and initiatives to raise awareness about the challenges they face and to propose solutions. These initiatives demonstrate the proactive role of young individuals in promoting change.

### **Practical Implications**

The research suggests that Identity-Embedded Trade is feasible, as it resonates with the cultural values and shared identity of border communities. Participants express a strong willingness to engage in trade practices that incorporate their cultural narratives. This implies that promoting such trade initiatives could have practical viability in these regions (Cheema 2014).

### **Challenges and Barriers:**

The identified challenges and barriers, including strict border controls, high taxation, and economic hardships, have practical implications for policymakers. Addressing these issues could unlock the economic potential of cross-border trade and enhance the livelihoods of border communities. Policymakers should consider streamlining trade regulations and providing support to mitigate these barriers (Cheema 2014).

### **Perceptions of Cultural Preservation:**

The findings reveal that participants highly value the preservation of their cultural identity through trade. This has practical implications for Identity-Embedded Trade initiatives, emphasizing the need to prioritize cultural narratives and historical significance in product development. Stakeholders should work closely with artisans and cultural experts to ensure the authenticity of identity-embedded products (Makki and Tahir 2021).

### **Economic Implications**

The substantial decline in profits, as noted by participants, highlights the economic implications of existing trade challenges. Policymakers and trade facilitators should recognize that addressing these economic issues is vital not only for the well-being of border communities but also for the overall economic growth of the region. Strategies to reduce taxation and improve trade infrastructure could lead to economic benefits (Makki and Tahir 2021).

### **Role of Digital Platforms**

The research underscores the practical significance of digital platforms in amplifying the impact of Identity-Embedded Trade. To support this approach, stakeholders should invest in digital infrastructure and provide training to border communities to effectively utilize these platforms. Furthermore, marketing strategies that leverage social media can enhance consumer engagement and promote cultural preservation (Makki and Tahir 2021).

### **Policy and Governance Perspectives:**

The dominance of the military in border affairs has practical implications for governance and policy. Policymakers should consider mechanisms to balance military security concerns with economic cooperation. Involving border communities in policy discussions and ensuring transparency in decision-making can contribute to more inclusive and effective governance (Makki and Tahir 2021).

### **Community and Stakeholder Involvement:**

The formation of trade unions by border communities demonstrates the practical importance of community and stakeholder involvement. To address trade challenges, stakeholders should actively engage





with local communities and trade unions to co- create solutions. This collaborative approach can lead to more effective trade policies and practices (Makki and Iftikhar 2022).

### **Intersections with Existing Literature**

The practical implications of the research include the potential to align Identity- Embedded Trade initiatives with existing scholarly discourse on diplomacy, cultural exchange, economic development, and military influence. Stakeholders involved in cross-border trade should draw on these intersections to inform policy decisions and trade practices (Makki and Tahir 2021). Practical implications of the research findings suggest opportunities for policymakers, trade facilitators, and stakeholders to support the feasibility of Identity-Embedded Trade, mitigate trade barriers, preserve cultural heritage, and stimulate economic growth in border regions.

### **Theoretical Contributions**

#### **Feasibility of Identity-Embedded Trade**

The research contributes to trade theory by highlighting the feasibility of Identity- Embedded Trade as a novel approach to cross-border commerce. It extends existing trade theories by emphasizing the significance of cultural identity and shared heritage in trade interactions. This theoretical shift recognizes that trade can transcend economic transactions to become a vehicle for cultural expression and preservation.

#### **Challenges and Barriers**

The identification of challenges and barriers adds to existing theoretical frameworks related to border trade. It underscores the complex interplay between geopolitics, taxation, and economic viability in border regions. These findings enrich our understanding of the multifaceted factors that impact cross-border trade dynamics, offering a nuanced perspective for trade theorists and policymakers.

#### **Perceptions of Cultural Preservation**

The research contributes to cultural preservation theory by demonstrating that Identity-Embedded Trade aligns with the aspirations of border communities to safeguard their cultural heritage. It deepens identity: estranging how trade can serve to actively preserve and promote cultural identity; challenging conventional notions of cultural preservation that often focus solely on heritage sites and traditions.

#### **Policy and Governance Perspectives**

The dominance of military forces in border affairs and its implications for trade add a novel dimension to governance and policy theories. It prompts discussions on the delicate balance between security concerns and economic cooperation, shedding light on the complexities of border governance. This contribution encourages scholars and policymakers to explore innovative governance models for border regions.

#### **Community and Stakeholder Involvement**

The formation of trade unions by border communities introduces a new element to community engagement theories. It exemplifies how grassroots initiatives can influence trade dynamics and policymaking. This theoretical contribution underscores the agency of local communities in shaping trade practices and highlights the need for more inclusive and participatory approaches in trade governance.

### **Intersections with Existing Literature**

The research findings offer theoretical intersections with existing literature in various fields, including diplomacy, cultural exchange, economic development, and military influence. These intersections create opportunities for scholars to explore the convergence of these domains within the context of Identity-Embedded Trade. This theoretical contribution encourages interdisciplinary discourse and research. This research contributes theoretical insights that expand our understanding of cross-border trade dynamics, cultural preservation, and governance in border regions. These contributions offer a foundation for further scholarly exploration and policy development in the evolving landscape of Identity-Embedded Trade.

### **References to Interview Participants:**

The following is a list of interview participants whose valuable insights contributed to the research



findings:

1. Participant 1 (Age: 40, Duration of Business: 10 years, Citizen of Angoor Ada)
2. Participant 2 (Age: 33, Duration of Business: 20 years, Dual Citizen on Both Sides of Border)
3. Participant 3 (Age: 45, Duration of Business: 15 years, Resides on Both Sides of Border)
4. Participant 4 (Age: 28, Duration of Business: 8 years, Dual Resident on Border)
5. Participant 5 (Age: 55, Duration of Business: 25 years, Cross-Border Resident)
6. Participant 6 (Age: 38, Duration of Business: 12 years, Citizen of Angoor Ada)
7. Participant 7 (Age: 30, Duration of Business: 7 years, Resident on Both Sides of Border)
8. Participant 8 (Age: 50, Duration of Business: 18 years, Dual Resident on Border)
9. Participant 9 (Age: 62, Duration of Business: 30 years, Citizen of Angoor Ada)
10. Participant 10 (Age: 35, Duration of Business: 10 years, Resident on Both Sides of Border)

These participants generously shared their perspectives and experiences, enriching the research with diverse viewpoints from various age groups and backgrounds. Their contributions are acknowledged with gratitude.

**Summary of Key Findings**

The research on "Identity-Embedded Trade" explored the feasibility and implications of infusing cultural narratives into cross-border trade. Drawing insights from interviews with ten diverse participants, the study revealed several key findings:

1. Feasibility of Identity-Embedded Trade:

- Participants generally perceive the concept as feasible and practical.
- The idea of incorporating cultural narratives into traded goods resonates with the shared heritage of the border community.

2. Challenges and Barriers:

- Strict border regulations, particularly since fencing and border demarcation, pose significant challenges to trade and migration.
- Discriminatory practices and preferential treatment for certain traders, such as "Good Taliban," create disparities.

3. Perceptions of Cultural Preservation:

- Most participants strongly value cultural preservation and see "Identity-Embedded Trade" to achieve it.
- They believe this approach can safeguard and promote their rich cultural heritage.

4. Economic Implications:

- Economic profits from trade have significantly declined over the years, affecting the livelihoods of traders.
- The introduction of more taxes and stringent security measures has exacerbated economic challenges.

5. Role of Digital Platforms:

- Participants acknowledge the potential of digital platforms to amplify the impact of "Identity-Embedded Trade" by connecting producers directly with consumers.
- They see technology as a tool to share their cultural narratives and engage a broader audience.

6. Policy and Governance Perspectives:

- Participants express dissatisfaction with the current border governance, citing military dominance and inconsistent policies.
- They call for transparent and equitable rules that benefit all traders, irrespective of their affiliations.

7. Community and Stakeholder Involvement:

- The border community has established a trade union to collectively address trade-related issues.
- Community-driven initiatives play a crucial role in advocating for their interests.



8. Intersections with Existing Literature:

- The research aligns with existing scholarly discussions on cross-border trade, diplomacy, and cultural preservation.

- It introduces a novel perspective by emphasizing the infusion of cultural narratives into trade.

9. Practical Implications:

- The practical implications of "Identity-Embedded Trade" include the need for certification processes to authenticate cultural narratives and targeted marketing strategies.

- The role of educational institutions in raising awareness and appreciation for this concept is emphasized.

10. Theoretical Contributions:

- The research aligns with Anthony Giddens' structure theory, highlighting how individuals actively engage with structures to shape social practices.

- The concept of "Identity-Embedded Trade" offers a unique perspective in bridging cultural identity with cross-border trade, enriching existing theoretical discourse.

These findings provide valuable insights into the potential of "Identity-Embedded Trade" as a means to harmonize cultural preservation, economic sustainability, and cross-border trade interactions. The challenges and opportunities identified offer a foundation for further exploration and development of this innovative approach.

**Discussions**

The conclusions drawn from the research on "Identity-Embedded Trade" encapsulate a compelling narrative of hope, transformation, and a harmonious future. This discussion section elaborates on the key takeaways, implications, and contributions of the research findings, as well as the challenges and opportunities that lie ahead. One of the fundamental conclusions of this research is the transformative power of "Identity-Embedded Trade" in preserving cultural heritage. Traditionally, cultural preservation has been associated with the conservation of historical sites, artifacts, and traditions. However, this research introduces a paradigm shift, suggesting that trade can actively contribute to the preservation of cultural identity. A Novel Approach: "Identity-Embedded Trade" offers a novel approach to cultural preservation by infusing traded goods with cultural narratives, symbols, and historical significance. This approach transcends passive preservation to active celebration, where cultural identity is not merely safeguarded but also promoted and shared.

Cultural Identity as an Asset: Perhaps one of the most striking revelations is that border communities do not view their cultural identity as a hindrance to cross-border trade. Instead, they see it as a unique selling point and a source of strength. This perspective challenges preconceived notions and underscores the resilience of cultural identity. Importantly, the research suggests that even in regions marked by geopolitical complexities, cultural preservation through trade is possible. It serves as a beacon of hope, offering a way to navigate challenges such as border fencing, military dominance, and stringent regulations. While cultural preservation is at the forefront of "Identity-Embedded Trade," the research also highlights the critical need for economic sustainability in border regions. These conclusions are instrumental in shaping the future of cross-border trade in culturally rich yet economically challenged areas.

The findings emphasize the need to strike a balance between cultural identity and economic viability. It is not a matter of choosing one over the other but rather finding ways to harmonize the two. This balance is essential for ensuring that "Identity-Embedded Trade" remains a sustainable and long-term endeavor. The transformative role of technology, particularly digital platforms and social media, emerges as a practical solution. These tools can amplify the reach and impact of "Identity-Embedded Trade." They enable artisans and traders to connect directly with a global audience, transcending geographical limitations. The integration of digital platforms into cross-border trade represents a harmonious blend of tradition and modernity. Artisans who have been crafting traditional goods for generations can now use digital tools to share their stories and





products with a worldwide consumer base. This fusion of heritage and technology is a promising path forward. The research findings underscore the importance of inclusive policies and community empowerment in shaping the future of cross-border trade. These conclusions have significant implications for policymakers, trade facilitators, and stakeholders. Policymakers are urged to embrace inclusive policymaking that prioritizes fairness and equity in trade.

Transparent and inclusive policies are critical for ensuring that "Identity-Embedded Trade" benefits a broader spectrum of traders and migrants while maintaining security. Empowering Local Communities: A noteworthy aspect of the research is the celebration of the agency of local communities and stakeholders. Their active engagement challenges top-down approaches and emphasizes the importance of bottom-up participation. This collaborative approach can lead to more effective trade policies and practices that resonate with the aspirations of local communities. The research findings paint a vivid picture of a future where "Identity-Embedded Trade" is not just a concept but a pathway to harmonizing cultural preservation with economic growth. This harmonious future envisions a world where cross-border trade becomes a bridge between shared heritage and commerce, a source of empowerment for local communities, and a means to navigate geopolitical complexities.

The research encourages a visionary perspective, inviting stakeholders to look beyond conventional trade practices and engage with the transformative potential of "Identity-Embedded Trade." It is a call to action to embrace this innovative approach and empower border communities to preserve their cultural heritage while fostering economic sustainability and cross-border understanding. The path to this harmonious future is illuminated by the aspirations of these communities and the potential to reshape cross-border relations for the better. It challenges existing paradigms, provides practical guidance for stakeholders, and enriches scholarly discourse across multiple disciplines. The research conclusions reflect the resilience and hope of border communities, as well as their commitment to forging a brighter future where cultural identity thrives alongside economic prosperity. The contributions of this research are manifold, extending beyond the borders of the study region. By introducing the concept of "Identity-Embedded Trade," it enriches the discourse on cultural preservation, cross-border relations, and economic sustainability.

This research advances theoretical frameworks, encourages interdisciplinary exploration, and offers practical insights for stakeholders. It serves as a bridge between the academic realm and real-world challenge. The research extends existing theories related to trade, cultural preservation, governance, and community engagement. It challenges conventional paradigms and introduces new perspectives, creating intersections with diverse fields of study. The theoretical contributions serve as a foundation for further scholarly exploration and innovation. The practical implications of the research provide guidance for policymakers, trade facilitators, and stakeholders involved in cross-border trade. From the use of digital platforms to the importance of inclusive policies, these insights offer actionable steps to realize the vision of "Identity-Embedded Trade." This research embodies a visionary approach that encourages stakeholders to look beyond immediate challenges and envision a future where cultural identity thrives alongside economic growth. It invites collaboration, innovation, and a commitment to preserving cultural heritage in a changing world. The road ahead is marked by opportunities and challenges. Implementing "Identity-Embedded Trade" on a broader scale requires concerted efforts, innovative solutions, and a shared commitment to cultural preservation. As border communities like Angoor Adda continue their journey.

### **Conclusion**

Based on the extensive research findings, the conclusion of the results presents a comprehensive summary of the key insights and their implications for the concept of Identity-Embedded Trade. This section distills the major findings and their significance, offering a concise overview for readers. The research findings suggest that Identity-Embedded Trade is perceived as a feasible and innovative approach to cross-border commerce. Participants across various age groups and backgrounds expressed optimism about the concept's potential to harmonize cultural identity with trade interactions. This indicates that the concept



aligns with the aspirations of border communities to preserve their cultural heritage through trade. The challenges and barriers identified in the research shed light on the intricate dynamics of cross-border trade. Participants voiced concerns about the dominance of military forces at the border, discriminatory practices, and the preferential treatment of certain traders.

These findings underscore the need for a more inclusive and transparent trade governance framework that addresses these challenges. The research reveals that participants value the role of Identity-Embedded Trade in preserving their cultural heritage. They perceive traded goods infused with cultural narratives as not just commodities but as carriers of stories and experiences. This perception highlights the potential of trade to be a dynamic medium for cultural preservation, challenging conventional approaches to heritage conservation. The substantial decline in profits experienced by traders over the years raises important economic considerations. Participants reported a significant decrease in trade profitability, which has impacted their livelihoods. This underscores the economic fragility of border regions and the need for policies that promote sustainable economic development while respecting cultural identity.

Participants expressed concerns about the lack of transparency and inclusive governance at the border. These governance issues prompt reflections on the delicate balance between security and economic cooperation, necessitating innovative governance models for border regions. The formation of trade unions by border communities demonstrates the agency of local stakeholders in shaping trade practices. Participants emphasized the importance of grassroots initiatives in influencing trade dynamics and advocating for their interests. This highlights the need for more inclusive and participatory approaches in trade governance. The research findings intersect with existing literature in multiple fields, including diplomacy, cultural exchange, economic development, and military influence.

#### **Identity-Embedded Trade.**

In conclusion, the research results illuminate the multifaceted landscape of Identity-Embedded Trade, showcasing its potential, challenges, and implications. These findings provide a foundation for informed decision-making and policy development that can promote cross-border trade while respecting cultural heritage and addressing geopolitical complexities. As we conclude our journey through the intricate tapestry of "Identity-Embedded Trade," it becomes evident that this innovative concept holds the promise of reconciling shared cultural identity with the complex geopolitical challenges faced by cross-border communities. The findings we have unearthed shed light on the feasibility, challenges, and transformative potential of infusing cultural narratives into trade interactions. In the forthcoming conclusion, we will distill these findings into a comprehensive understanding of how "Identity-Embedded Trade" can serve as a bridge between heritage and commerce, offering opportunities for economic growth while safeguarding the invaluable cultural legacy of border communities.

The data collected from individuals residing in Angoor Adda, a border village with homes on both sides of the border, strongly supports the vision of a future where "Identity-Embedded Trade" can bring about a harmonious blend of cultural resonance and economic growth. These residents, who share deep-rooted cultural ties, are eager for trade practices that honor their shared heritage while promoting economic prosperity. For the people of Angoor Adda, "Identity-Embedded Trade" holds the potential to redefine cross-border relations. It is more than just a business transaction; it becomes a bridge connecting their community on both sides of the border. This innovative approach aligns with the aspirations of Angoor Adda's residents, who yearn for improved cross-border interactions that reflect their cultural bonds. The data underscores the challenges posed by border fencing and stringent regulations in Angoor Adda. However, "Identity-Embedded Trade" emerges as a promising bridge that reconciles the shared cultural affinity with geopolitical complexities. It allows commerce to transcend the limitations of traditional trade, as products are enriched with cultural narratives, symbols, and historical significance. The interviews from Angoor Adda residents shed light on the significant challenges created by border fencing, military control, and regulatory constraints. Nevertheless, "Identity-Embedded Trade" offers a ray of hope. By infusing cultural narratives



into traded goods, it becomes a means to preserve and celebrate cultural heritage even in the face of these challenges. The residents of Angoor Adda express their desire for secure and rule-based border crossings that facilitate both trade and migration. "Identity- Embedded Trade" can play a vital role in this journey.

The data collected directly from Angoor Adda residents underscores the potential of "Identity-Embedded Trade" to shape a harmonious future for their specific border community. This future envisions a profound transformation in cross- border relations, where trade practices honor cultural ties, promote economic growth, and contribute to cross-border understanding, all while overcoming the geopolitical complexities that have posed challenges for their community.

### **References**

- Abdurahmonov, O. (2021). The Pashtuns as the Largest Ethnic Group in Afghanistan. *Asian Journal of Multidimensional Research*, 10(6), 328-332.
- Ahammad, M. F., Tarba, S. Y., Liu, Y., Glaister, K. W., & Cooper, C. L. (2016). Exploring the factors influencing the negotiation process in cross-border M&A. *International Business Review*, 25(2), 445-457.
- Alizai, S. H., Asif, M., & Rind, Z. K. (2021). Relevance of Motivational Theories and Firm Health. *Management (IJM)*, 12(3), 1130-1137.
- Aulakh, P. S., Kotabe, M., & Sahay, A. (1996). Trust and performance in cross-border marketing partnerships: A behavioral approach. *Journal of International Business Studies*, 27, 1005-1032.
- Bird, R. M., & Gendron, P. P. (1998). Dual VATs and cross-border trade: Two problems, one solution? *International Tax and Public Finance*, 5, 429-442.
- Caplan, N. (2019). *The Israel-Palestine conflict: Contested histories*.
- Cayla, J., & Arnould, E. (2013). Ethnographic stories for market learning. *Journal of Marketing*, 77(4), 1-16.
- Cheema, R. (2014). Small arms trafficking and crime-terror nexus. *Defence Journal*, 17(7).
- Chernev, A. (2018). *Strategic marketing management*.
- Cohen, I. J. (1989). *Structuration theory: Anthony Giddens and the constitution of social life*.
- Cornelius, W. A. (2001). Death at the border: Efficacy and unintended consequences of US immigration control policy. *Population and Development Review*, 27(4), 661-685.
- Cornelius, W. A. (2005). Controlling 'unwanted' immigration: Lessons from the United States, 1993–2004. *Journal of Ethnic and Migration Studies*, 31(4), 775-794.
- Cornelius, W. A., & Rosenblum, M. R. (2005). Immigration and politics. *Annual Review of Political Science*, 8, 99-119.
- Côté, J. E., & Levine, C. G. (2014). *Identity, formation, agency, and culture: A social psychological synthesis*.
- Cravens, D. W., & Piercy, N. (2006). *Strategic marketing*.
- Evans, J. R., & Berman, B. (2001). Conceptualizing and operationalizing the business-to-business value chain. *Industrial Marketing Management*, 30(2), 135-148.
- Fuchs, C. (2003). Structuration theory and self-organization. *Systemic Practice and Action Research*, 16, 133-167.
- Ganguly, S. (2002). *Conflict unending: India-Pakistan tensions since 1947*.
- Giddens, A. (2014). Structuration theory: Past, present and future. In *Giddens' theory of structuration* (pp. 201-221). Routledge.
- Grayson, J. H. (2007). Review of *Korea's Place in the Sun: A Modern History* by Bruce Cumings.
- Holland, D. (2001). *Identity and agency in cultural worlds*.
- Jary, D., & Jary, J. (1995). The Transformations of Anthony Giddens - The Continuing Story of Structuration Theory. *Theory, Culture & Society*, 12(2), 141-160.
- Kamal, M. (2018). Impacts of Drone Attacks on Economic Activities, Education and Health in North Waziristan, Pakistan: A Perception Survey. *Pakistan Journal of Peace and Conflict Studies*, 3(1), 39-46.





- Khan, A. (2016). Issues in Pak-Afghan Border Management. *ISSI Issue Brief*.
- Khan, A. (2017). Pak-Afghan Border. *Strategic Studies*, 37(3), 22-40.
- Khayyam, U. (2016). Waziri Culture and Pashtun Tribal Governance System: A Missing Link to Halt the Deadliest War in Wild Waziristan. *Asian Journal of Social Sciences & Humanities*, 5(1), 144-158.
- Lamsal, M. (2012). The Structuration Approach of Anthony Giddens. *Himalayan Journal of Sociology & Anthropology*, 5.
- Lehmann, T. (2022). Student teachers' knowledge integration across conceptual borders: The role of study approaches, learning strategies, beliefs, and motivation. *European Journal of Psychology of Education*, 37(4), 1189-1216.
- Liu, C.-L. E. (2012). An investigation of relationship learning in cross-border buyer-supplier relationships: The role of trust. *International Business Review*, 21(3), 311-327.
- Lounsbury, M., & Glynn, M. A. (2019). *Cultural entrepreneurship: A new agenda for the study of entrepreneurial processes and possibilities*.
- Makki, M., & Tahir, M. (2021). Mapping normalcy through vernacular security-development in post-conflict North Waziristan. *Conflict, Security & Development*, 21(5), 565-592.
- Makki, M., & Iftikhar, W. (2022). Transformation in political economy of post-conflict North Waziristan, Pakistan. *Journal of Asian and African Studies*, 57(3), 497-513.
- Markowska, M., & Lopez-Vega, H. (2018). Entrepreneurial storytelling: Winepreneurs as crafters of regional identity stories. *The International Journal of Entrepreneurship and Innovation*, 19(4), 282-297.
- Massey, D. S., Alarcón, R., Durand, J., & González, H. (1990). *Return to Aztlan: The social process of international migration from western Mexico*.
- Mattoo, A., Wang, Z., & Wei, S.-J. (2013). Trade in value added: Developing new measures of cross-border trade.
- Murphy, P., & Hall, K. (Eds.). (2008). *Learning and practice: Agency and identities*.
- Pamir, E., Waheedi, A., & Habib, K. A. (2023). Some Aspects of Pashtun Culture. *Randwick International of Social Science Journal*, 4(3), 743-748.
- Piekkari, R., Vaara, E., Tienari, J., & Sääntti, R. (2005). Integration or disintegration? Human resource implications of a common corporate language decision in a cross-border merger. *The International Journal of Human Resource Management*, 16(3), 330-344.
- Proctor, T. (2014). *Strategic marketing: An introduction*.
- Quah, P., & Young, S. (2005). Post-acquisition Management: A Phases Approach for Cross-border M&As. *European Management Journal*, 23(1), 65-75.
- Shams, R., Alpert, F., & Brown, M. (2015). Consumer perceived brand innovativeness: Conceptualization and operationalization. *European Journal of Marketing*, 49(9/10), 1589-1615.
- Tahir, M. (2017). The Ground Was Always in Play. *Public Culture*, 29(1), 5-16.
- Teerikangas, S., & Laamanen, T. (2014). Structure first! Temporal dynamics of structural and cultural integration in cross-border acquisitions. In *Advances in mergers and acquisitions*, Vol. 13, pp. 109-152. Emerald Group Publishing Limited.
- Ullah, H., & Khalil, M. H. (2019). The Impact of US Invasion in Afghanistan on the Tribal Culture of Waziristan. *Pakistan Journal of History & Culture*, 40(1).
- Yiftachel, O. (2006). *Ethnocracy: Land and identity politics in Israel/Palestine*.