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Value of human involvement in an investment-centric economic world order

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Value of human involvement in an investment-centric economic world order

The modern world we live in is a confusing mix of social and economic dynamics. Investors are ultimate champions of the economic world and capital investment is their biggest tool. In such a world, other members of society merely exist to run a wealth creation machinery for investors. Academic research has also served investors by focussing tremendous scholarly energy to create knowledge that improves return on investment. International Business strategy especially has a strong tradition of studying investment across borders. But studying only investments translates to caring only about investors, and neglecting people (employees and managers), their capabilities, and the social relationships they create, all of which also span borders. My research shows that without dense social relationships created through passionate *involvement* of internationally mobile managers, investments are unlikely to fructify. My research aims to create an awareness that managers' cross-border involvement – something which has both individual and social dimensions – is the basis of success in international business.