

Soft Power – The Role Of The Private Sector In The Context Of Refugees And Humanitarian Aid

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Summary

Soft power is associated with humanitarian diplomacy and private sector brands but there are few studies that look at the relationship between the three factors. This is one of the first few studies that focuses on the role of brands (private and NGO) on country soft power and influence. The study was conducted in a Syrian refugee camp in Jordan and involved both a visual methodology and a quantitative study. The results confirm that brands do impact soft power and its influence via the brand bonds. The ability to adapt in an agile manner to the refugee perception of the country via the brands in that context may play a key role in managing the tensions that arise in a refugee camp situation. The Middle East North Africa is one of the most crisis prone regions in the world and hosts 23% of global refugees, displaced and stateless people as of 2019. An important finding is that all brand bonds do not impact soft power the same way but it depends on individual's preference bias to the country. The results have policy implications for those in countries working with ODA, NGOs working in the humanitarian sector, and CSR practitioners.