

Human Well-Being Research and Policy Making 1

*Series Editors:* Richard J. Estes · M. Joseph Sirgy

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# Combating Jihadist Terrorism through Nation-Building

A Quality-of-Life Perspective

 Springer

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## **Series Editors**

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*This book is dedicated to our children, grandchildren, great grandchildren, and future generations. The book is also dedicated to all those who have lost their lives to terrorism and to their families, friends, and colleagues who continue to suffer pain from their absence. To all those who gave their lives in the fight against terrorism, and those who, unfortunately, will do so in the future. To those who hold hope that this madness can be deterred and give future generations peace and understanding of their fellow human beings on this earth.*

# Preface

**From M. Joseph Sirgy:** Here is a little history to help the reader understand my personal motivation in writing this book. I am a management psychologist (Ph.D. in social/industrial/organizational psychology) and a professor of marketing at Virginia Polytechnic Institute & State University. I have been a professor of marketing for the last 40 years and have written much about quality-of-life issues related to marketing, management, business ethics, corporate social responsibility, public policy, among others.

After the 9/11 terrorist attack in the U.S. (in 2001), several marketing professors (Don Rahtz, Salah Hassan, Jean-Charles Chebat, Barry Babin, Charles Skuba, among others) started exploring the idea that the marketing discipline can contribute to the jihadist counterterrorism academic debate. The marketing discipline seemed so removed from this subject matter, a very important topic to the national discourse. Academics involved in this debate tend to have roots of other social and behavioral science disciplines such as psychology, sociology, anthropology, political science, religious studies, international studies, history, criminology, and military science. Economists, business academics, and marketing scholars, although also social/behavioral scientists, have yet to have made a significant contribution to the growing national discourse on jihadist terrorism and counterterrorism.

An important concept in economics is the market and how market dynamics are influenced by supply and demand factors. Marketing, as an academic discipline, focuses on understanding gaps between supply and demand and how to bridge those gaps. The thought was jihadist terrorism can be viewed as a product (in the same manner we view a consumer good or service) provided by militant Islamists driven by market demand factors. We started to think about these demand factors. What are the demand factors—factors related to religion, culture, governance, economy, technology, globalization, and the media? Using the same lens, we also started to think about supply factors influencing organizational dynamics of jihadist terrorist organizations (e.g., Al-Qaeda and ISIS)—factors related to the marketing of their terrorist campaigns, strategic management, operations, human resource management, financing, accounting, their use of information technology, among others.

Focusing on market demand factors, I realized that many of these factors play a significant role in determining the quality of life of a country. For example, much research in quality-of-life studies have shown that unemployment and religious extremism are negative factors in determining the level of well-being of a country's inhabitants. Overall quality of life of a country is usually determined by assessing the levels of economic, social, educational, health, and environmental well-being of most people residing in that country. A substantial body of research has also shown that those who sympathize and support the jihadist movement in the Middle East and North Africa (MENA) countries and beyond tend to be unemployed and hold extreme religious beliefs. These factors contribute to the market demand of the "service" of jihadist militants. As such, I teamed up with several colleagues (e.g., Richard Estes, Don Rahtz, and Mohsen Joshanloo) to conduct a series of studies to make the case. This effort resulted in several academic publications on jihadist terrorism and counterterrorism.

Professors Richard Estes and Don Rahtz decided that it is time to bring together much of our writing and academic publications on that topic and write a book directed to a broad audience of both academics and practitioners interested in the topic of jihadist terrorism and counterterrorism. Our key goal is to help translate many of the academic concepts and study findings into a language that can be easily consumed by practitioners involved in counterterrorism policy and operations. We then invited Prof. El-Sayed El-Aswad, a cultural sociologist/anthropologist, to join our team. Professor El-Aswad has written extensively on the cultural aspects of the Arab and Muslim world. He is also a native of the MENA region, having spent much time in countries such as Egypt, Bahrain, and the UAE. As such, we thought he would play a key role in guiding us through the Arab/Muslim cultural milieu to ensure that our thinking is indeed grounded in the reality of the region's history, culture, religion, politics, social psychology, and economy.

I also am a native of the MENA region. I was born and raised in Egypt and have spent most of my formative years in Cairo and Beirut. My ethnic heritage is Syrian/Lebanese. Although my parents were not Muslim, I believe I had special insights into Muslim faith and culture because of my formative years. My mother was a Greek Orthodox and my father a Greek Catholic. I completed my primary and secondary education in a parochial Irish (Roman Catholic) school in Cairo. My father's business partner was Jewish, and our families interacted much. As such, I grew up straddling three communities of faith, namely Islam, Christianity, and Judaism.

The impetus behind the book is the fact that much of the literature on this topic (both in the news media and academic journals) have focused on the supply side of the market equation. Much has been written about how to dismantle jihadist terrorist organizations (e.g., how to cut off sources of funding, how to mitigate recruitment of jihadist combatants, how to use technology such as drones in conducting attacks on terrorist suspects, and how to shut down their media outlets) without paying much attention to dealing with market demand factors (e.g., unemployment, religious extremism, lack of political freedom, and lack of cultural diversity). Effective counterterrorist strategies must be based on tackling both sides



of the market equation, the supply side plus the demand side. Developing counterterrorism strategies guided by an understanding of the supply factors (conducting terrorist operations, fund-raising to financing operations, recruiting the young and vulnerable, training the recruits, promoting their campaign of terror, etc.) that feed jihadist terrorist organizations is only good for a short term. Yes, we need supply-side counterterrorism strategies to deal with the immediate threat. But dealing with the immediate threat is far from effective. Counterterrorism strategies must also focus on the long term. This is where the demand factors of the market equation come in. This book focuses on understanding market-demand factors of the jihadist terrorism market and proposes a set of counterterrorism strategies designed to reduce future market demand—reduce the risk of future jihadist attacks. Tackling market-demand factors amounts to a strategy that focuses on countries that are most vulnerable to jihadist terrorism in the MENA region and assisting those countries through various institutions (national as well as international) to develop policies and programs to mitigate the risk of future jihadist-inspired terrorism.

We hope that the readers of this book will find the book content useful in the design and implementation of jihadist counterterrorism policies and programs.

**From Richard J. Estes:** Islam is the world's fastest growing religion and its societies are among the most influential worldwide. But that has been the case for more than 1400 years given that the ancient people of the countries of the MENA region and, in recent centuries, following the death of the prophet in 632 of the Common Era. What became known as "Arabs" in recent centuries were and are people who all share with the rest of the world the beauty of their literature, poetry, song, and dance, the beauty of the Qur'an which builds of the regions other sacred texts, extraordinary artwork, and architecture, and the lingering puzzlements of the Giza plateau which shares the three great pyramids and the much older Sphinx. Arab scientists also gave us a higher quality of paper, the "0" digit that has proven to be so essential to modern mathematics, unparalleled advances in science and technology and, most important for the purposes of this book, a spirit of tolerance for persons of other religious and cultural background. This volume traces an anomaly in the Arab/Islamic communities, that of intolerance, violence, and even terrorism.

All four authors have sought to weave together a coherent history and explanation of the small number of radical Islamists who engage in violence not only in their societies but in those of larger MENA region as well and the world. We believe we have succeeded in achieving our original intention in putting together this book within both a historical and contemporary content.

All four authors also believe that this monograph fills a major gap in the contemporary literature concerning the drivers of violence within and between Islamic communities and other nations. We hope that readers will agree with us on this important accomplishment (along with the rich array of references that also are found throughout the volume).

**From El-Sayed El-Aswad:** For over 40 years, I have been involved in anthropological studies with a special focus on Middle Eastern and Muslim countries. This focus extends to Arab and Muslim diaspora in the West, particularly

the USA. Ethnographic accounts drawn from diverse communities in the Middle East (Bahrain, Egypt and Emirates) and the USA (Dearborn and other places in metropolitan Detroit, Michigan) have provided me with profound insights concerning the patterns of thought and behavior of the people in these communities presented mainly in two monographs: *Muslim Worldviews and Everyday Lives* (AltaMira Press 2012) and *The Quality of Life and Policy Issues among the Middle East and North African Countries* (Springer 2019). The grave problem here is that radicalism and violent actions of militant jihadists have a negative impact on the quality of life and well-being of Middle East and Muslim countries.

Within the quality-of-life framework, this book tackles cultural, religious, economic, political and global media factors underlying drivers of jihadist terrorism to inform long-term counterterrorism policies aimed at not merely reducing or annihilating terrorism regionally and globally but also emasculating the acceptability of violence as a tool for achieving political goals.

For the purposes of theorizing the relation between Islam and radical Islamist jihadism, it is important to draw a distinction between the concept of worldview and that of ideology. The concept of worldview indicates belief systems and related symbolic actions, while ideology, a subcategory of worldview, implies certain economic and political orientations related particularly to power and domination. These two concepts fit the book's main objective seeking to counter the Islamist Jihad' ideological-cultural orientation. In other words, the distinction is crucial for this book as parts of the terrorists' ideology and mission are erroneously assumed by the Islamist jihadists to be related to the worldviews and experience of most Muslims. However, militant Islamist jihadists cling to a narrow and radical view which they try to impose on the rest of the Muslim countries. Muslim scholars refute jihadi radical doctrine or ideology describing it as flawed religious innovation (*bid'ah*). Islamist extremists apply their militant ideology using religious or Islamic concepts, nevertheless they appeal to the minority, not the majority, of Muslims. Policy makers can no longer disregard the threat staged by violent jihadist ideologies and actions, but if they are to be eradicated, they must be identified and understood. Policy strategies and responses to terrorism need to be multi-faceted and efficient. One of the core objectives of this book is to tackle the underlying ideology shared by the jihadist groups, as revealed in their activities and propaganda to provide effective counter-policies for and from governments and civil society both within and without the Muslim world.

**From Don R. Rahtz:** As a boy, I was an avid reader of any book on history that was in the local library. That obsession with history has stayed with me over the years. As a Southeast Asian major in undergraduate days, I was fascinated by the junction of culture, politics, and religion in shaping the modern world. I found, as many others have, that one could not even begin to understand the world's current with all its trials and tribulations without examining the myriad of underlying historical issues that could create deep seeded affect among players in this endless dance.

Continuing my education in graduate school, I chose Marketing as the business discipline which I soon found had many of the same dynamics as did interdisciplinary degree work in the social sciences. There was a need to understand the

underlying drivers for a certain consumer behavior if one was to be able to provide the optimal product/service for a certain group of consumers. Consumer insight came only after a great deal of studying the past experiences of individuals, segments, and even societies and looking for those drivers.

Beginning in the 1980s, I was fortunate enough to have been in the company of a group of interdisciplinary scholars who had been looking at ways in which marketing could make positive impacts on the ultimate quality of life of people not only in a consumer sense, but in all aspects of well-being. For the past 30 plus years, two organizations have been a part of a reshaping of my academic and philosophical approach to research and policy. One of these the Macromarketing Society, I joined after meeting one of its early founding members over coffee and having a heartfelt conversation about “the world and Marketing’s role in it.” The other organization, The International Society for Quality of Life Studies (ISQOLS) I am proud to have been with it since its creation. This birth came over a conversation on the back porch of a fellow marketer who had also been a mentor to me in my Ph.D. program, Dr. M. Joseph Sirgy. These two organizations approach the world’s problems recognizing that the solutions to problems come from an understanding that it is “all connected.” One cannot hope to solve the problem without understanding the root causes and trying to connect all the dots. Dr. Roger Layton, a macromarketer, has written extensively about systems and how the macrosystems of markets and societies interact. The mapping and conceptual connections are complex, but if examined closely give insights into how solutions might be uncovered.

Over the years, I have lived and worked in a variety of different cultures around the world and spent a great deal of time trying to gain insights into these cultures. In the latter stages of those travels, it was focused on exploring the quality of life of these cultures and how one might be able to make positive impacts on some dimension of well-being for the people who inhabit those parts of the world. There are paths that can be tested and followed in trying to help mitigate a plethora of underlying drivers of local, societal, regional, and global ill-being. In some ways, I am still that undergraduate trying to figure it all out, who was inspired by many along the way to seeking to provide tools for contributing to a better quality of life for a region of the world that has such a rich and remarkable heritage in every aspect of its being. From Abraham came three great religions that have captured the hearts and minds of so many. I hope that what we have written in the pages of this monograph can aid in helping provide a perspective for all the historical sons and daughters of Abraham to enjoy his legacy in peace. After all, as George Fisk, that early macromarketer had said many a time, “The goal of Macromarketing is to save the world.”

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In addition to thanking one another for the generous amount of time and critiques allocated by the book's author, the remaining three co-authors acknowledge the additional following persons in completing this book: Gail Buchanan Estes, a clinical psychologist engaged in private practice, and wife of Richard J. Estes, and Mariam El-Aswad (a speech and language pathologist), wife of El-Sayed El-Aswad and their sons Kareem and Amir El-Aswad.

# About This Book

The first chapter (Chap. 1: In Search of a Roadmap to Peace and Understanding) introduces to the reader a quality-of-life model that addresses the drivers of Jihadist terrorism from which we deduce counterterrorism programs. Specifically, we provide suggestive evidence to show increased incidence of Jihadist terrorism that is mostly motivated by the increased negative sentiment of aggrieved Muslims toward their more affluent Western neighbors. This negative sentiment is influenced by a host of quality-of-life factors: *economic ill-being factors* (e.g., income disparities, poverty, and unemployment; and disparities in technological innovation), *political ill-being factors* (e.g., authoritarian tribal and exclusionary regimes), *religious ill-being factors* (e.g., increased Islamic religiosity, and lack of secularism), *globalization and media ill-being factors* (e.g., the global media), and *cultural ill-being factors* (e.g., perceived decadence of Western culture, and Western prejudice and discrimination).

Chapter 2 (Jews, Christians, and Muslims: Historical Conflicts and Challenges) summarizes the MENA region's rich social, political, cultural, and religious history and brings that history up to the present. We tried to demonstrate that the region's contemporary history of Islamist jihadism and terrorism is rooted in socio-political forces that have been at play for many centuries, indeed, in the case of the region's Jews and Christians, for millennia. These drivers of terrorism, in turn, are based on the high level of grievance that members of the region's three major religions—Judaism, Christianity, and Islam—have endured almost since their establishment. Conflicts with neighboring states, multiple periods of colonial occupation, and the forced displacement of large numbers of the region's people also contribute to the high levels of violence associated with comparatively low levels of quality of life and well-being for a disproportionate percentage of the region's population.

Chapter 3 (Joblessness, Political Unrest, and Jihadism among the Region's Youth: Contemporary Challenges and Future Trends) addresses the major economic driver of Islamist jihadist terrorism, namely unemployment among the youth in the MENA region. This chapter explores the critical relationship that exists between the region's patterns of economic development and its broad-based social gains since the year 2000 to the present. Special attention is given to the relationship that exists between economic frustration, the region's rapid increase in the number of young

people, the sense of relative deprivation experienced by these young people and, in some cases, their turning to violence, even terrorism, as an outlet for expressing their frustration and sense of aggrievement toward others they believe to be responsible for their poverty and, more fundamentally, sense of economic anomie.

Chapter 4 (Cultural Drivers of Jihadist Terrorism and Increasing Religiosity) focuses on cultural and religious factors related to the rise of the Islamist jihadist movement. We make the distinction between the Islamic worldview and ideology and place much of jihadist beliefs that motivate terrorist action in the category of ideology. We discuss the cultural drivers of jihadism couched in the context of religious-cultural paradigms. Specifically, we explore cultural and religious factors that drive the behavior or actions of radical Islamist jihadists toward violence, such as grievance and humiliation crisis, revenge and the need to defeat the enemy, establishment of the Islamic State and the re-establishment of the Islamic caliphate, the vanguard of the *ummah*, martyrdom and reward in the afterlife, glorification of Allah, defending sacred places, the temporal paradigm, and chivalric and heroic feats.

Chapter 5 (Political Drivers of Islamist Jihad) focuses on tribal and exclusionary political actions of authoritarian regimes in the MENA. We make the case that those political drivers are associated with Islamist jihadist terrorist actions. We describe the history of authoritarian regimes of Libya, Egypt, Syria, Iraq, Saudi Arabia, and Sudan and jihadist terrorist incidents in these countries. We then concluded with a discussion about Tunisia, a country that experienced authoritarian rule but emerged from this experience with democratic bearings.

In Chap. 6 (Globalization, the Media, and Islamist Jihad), we discuss five major themes directly related to globalization, the media, and their effects on the rise jihadist terrorism in the last 4–5 decades. These themes are (1) globalization and the breakdown of the welfare state; (2) globalization, consumerism, and postmodernism; (3) negative media portrayals of Islam and Muslims in Western and global media, (4) the use of global media by Wahhabis and Jihadi terrorists; and (5) the effects of media owned and operated by political Islamists.

Chapter 7 (Current Response: Counterterrorism Strategies Focusing on the Supply-Side of the Terrorism Market) describes how Western governments as well as governments in the MENA region respond to acts of Islamist jihadist terrorism. The focus seems to be on short-term public safety, or what we call “supply-side” strategies. These are strategies designed to dismantle the marketing organization of militant Islamic groups. Supply-side strategies cannot effectively address the problem of radical Islam without developing compatible demand-side strategies—counterterrorism strategies designed to reduce demand. Thus, demand-side counterterrorism strategies serve to complement supply-side strategies. We tried in this chapter to describe current terrorism policy and action focusing on the supply-side of the terrorism market.

Finally, in Chap. 8 (Proposed Response: Counterterrorism Strategies Focusing on the Demand Side of the Terrorism Market), we recommend counterterrorism strategies focusing on the demand side of the terrorism market. We do so by focusing on drivers of market demand: culture, religion, economy, politics, globalization, and media. We propose specific counterterrorism strategies that are directly deduced from our analysis of the drivers of market demand.

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## About the Authors



**M. Joseph Sirgy** is a management psychologist (Ph.D., University of Massachusetts, 1979) and the Virginia Tech Real Estate Professor of Marketing. He has published extensively in the area of marketing, business ethics, and quality of life (QOL). He is the author/editor of many books related to consumer marketing and quality of life. He co-founded the International Society for Quality-of-Life Studies (ISQOLS) in 1995, served as its Executive Director/Treasurer from 1995 to 2011, and as Development Director (2011–17). In 1998, he received the Distinguished Fellow Award from ISQOLS. In 2003, ISQOLS honored him as the Distinguished QOL Researcher for research excellence and a record of lifetime achievement in QOL research. He also served as President of the Academy of Marketing Science from which he received the Distinguished Fellow Award in the early 1990s and the Harold Berkman Service Award in 2007 (lifetime achievement award for serving the marketing professoriate). In the early 2000s, he helped co-found the Macromarketing Society and the Community Indicators Consortium and has served as a board member of these two professional associations. He co-founded the journal, *Applied Research in Quality of Life*, the official journal of the ISQOLS, in 2005; and he has served as editor (1995–present). He also has served as editor of the QOL section in the *Journal of Macromarketing* (1995–2015). He received the Virginia Tech’s Pamplin Teaching Excellence Award/Holtzman Outstanding Educator Award and University Certificate of Teaching Excellence in 2008. In 2010, ISQOLS honored

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