

Perspectives In Peace Marketing: A Narrative Literature Review

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I. INTRODUCTION

One of the fundamental requirements of any society to achieve its optimum growth relies on peace and stability. Thus “achieving peace” becomes a primary objective of society. The concept of “peace marketing” propagates the notion of “humanity and sustainability of civilisation” and envisions creating a society free from “destructive acts like terrorism, genocide, violence, war, and crimes against mankind”. Peace marketing from the perspective of marketing is identified as a relatively new notion. Way back in 1922, George Maurice Morris in his paper “Selling international peace” illustrated the relevance of marketing peace (Nedelea & Nedelea, 2015). Today, one can observe its critical significance from individuals to corporations, as well as how peace marketing strategies are being used in conjunction with other tactics to improve and promote political, sociocultural, and individual goals to bring about peace and stability.

1.1 Objective

The objective of the narrative review paper was to identify, examine, summarise, and synthesise the extant literature on peace marketing. The main research question of the paper was to analyse how the existing body of literature

defines the concept of "peace marketing"? What is the importance of peace marketing? What kind of opportunities "peace marketing" can offer in social transformation?

2. METHOD

2.1 Exclusion and inclusion criteria for review:

The narrative review paper only confined itself to the scholarly articles published in the journal. The database identified for locating the research papers includes Proquest, J-Store, Google Scholar, Academia.edu, Scopus, and EBSCO research database. Search terms or keywords identified are peace marketing and marketing peace.




2.2 Time period:


Initially, the time period identified for choosing the paper was the last five years (2017 to 2021). However, due to the lack of data, it extended to the last 10 years (2011 to 2021). The study excluded paid journal articles. In total 13 papers were identified and examined for: themes and patterns.





3. RESULT

3.1 Graphical representation of Data:

S No	Authors	Title	Publisher	Word Cloud
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1.	Alexandru-Mircea Nedelea & Marilena-Oana Nedelea	Peace Marketing	Ecoforum 2015	
2.	Md. Zahir Uddin Arif	Bangladesh Peace Festival: A New Dimension in the Way of Peace Marketing	Peace, Vol. 2, 2015	
3.	Allison Astorino-Courtois	Can Peace Be Marketed? A Preliminary Analysis Of Israelis And Palestinians	Sage 2015	
4.	W.K. Athula C. Gnanapala	Peace Marketing And Tourism Development: Empirical Evidences From Sri Lanka	Editura Universitar ă, 2016	

5.	Nugzar Todua Charita Jashi	Conceptual And Practical Aspects Of Peace Marketing In Tourism (Georgian Case)	Editura Universitar ă 2016	
6.	Alexandru-Mircea Nedelea & Marilena-Oana Nedelea	Humane Marketing, Peace Marketing And Rebranding Marketing	Ecoforum 2016	
7.	Brîndușă-Mariana Bejan	Peace Marketing	Amfiteatru Economic 2017	
8.	Kazi Nazmul Huda	Can Peace be the Leading Purpose of Modern Marketing?	Journal of Marketing Advances and Practices 2017	
9.	Dr. V. C. Anucha	Peace Marketing: A Tool For Addressing Security Challenges In Nigeria	Internation al Journal of Social Science, Managem ent and Developme nt Studies, 2018	

<p>10.</p>	<p>G. C. Chukwu, V. C. Anucha, & C. A. Nwador</p>	<p>Peace Marketing in Volatile Parts of Nigeria: A Panacea for National Development</p>	<p>Proceedings of the 12th Annual National Conference of The Academy of Management Nigeria 2018</p>	
<p>11.</p>	<p>Mitsuaki Furukawa & Daniel Deng</p>	<p>Social Capital Across Agro-Pastoral Assets in the Abyei Area With Reference to Amiet “Peace” Market</p>	<p>Journal of Peacebuilding & Development, Sage 2019</p>	
<p>12.</p>	<p>Margarita Išoraitė</p>	<p>The Importance of Education in Peace Marketing</p>	<p>JBE (Integrated Journal of Business and Economics) 2019</p>	
<p>13.</p>	<p>Earl Anthony Wayne</p>	<p>Imagine Peace: Connecting Global Solutions on Reconciliation with an Afghanistan Ready for Peace</p>	<p>Center for Strategic and International Studies (CSIS) (2020)</p>	

Combined word cloud of all final selected papers (MAXQDA generated):



3.2 Major themes identified from the Data:

S No	Authors	Title	Themes
1.	Alexandru-Mircea Nedelea & Marilena- Oana Nedelea	Peace Marketing	<ul style="list-style-type: none"> ● Peace marketing as a new concept ● Linking peace marketing with public international marketing ● Relation between war propaganda and war ● Usage of mass communication for war propaganda ● Changing role of press from watch dog to the “loudspeaker of power” ● Warfare marketing ● The objective of peace marketing is to influence social behaviour ● Earth as a home and peace and harmony essential for humanity ● Marketing as an instrument to solve problems and provide solutions ● Understanding peace as a concept ● Efforts of international organisations to emphasize the significance of peace, for

			<p>example, United Nation the International Day of peace</p> <ul style="list-style-type: none"> ● Role of education in establishing peace ● Relevance of peace symbols in marketing, for example, ‘the dove and olive branch’. ● Promotional messages marketing peace ● Marketing activities related to peace like: ‘operation for maintaining peace, multinational forces for maintaining peace, peace missions’ etc. ● Role of International Organisations in marketing peace. ● Messages from famous personalities to promote peace. For example quotations by Albert Einstein, Martin Luther King Junior etc. ● Usage of messages from old wisdom to promote peace from around the globe. For example messages by Dalai Lama, Latin proverbs, Chinese proverbs, Hinduism etc.
2.	Md. Zahir Uddin Arif	Bangladesh Peace Festival: A New Dimension in the Way of Peace Marketing	<ul style="list-style-type: none"> ● Defining marketing peace as an instrument of changing mindsets ● Usage of communication campaign in peace marketing ● Capitalism 3.0 'marketing system with a heart.' ● A country (Bangladesh) as a ‘Peace Marketer’ ● Understanding peace from individual level and national level. ● Concepts of ‘happiness, empathy, safety, security, trust, commitment and overall satisfaction ● Observing peace festival in Bangladesh in the backdrop of various societal challenges. ● Role of citizens in the peace process and as participants in marketing peace.
3.	Allison Astorino-Courtois	Can Peace Be Marketed? A Preliminary Analysis Of Israelis And	<ul style="list-style-type: none"> ● Limitation and challenges of internationally negotiated peace accords ● Efforts of conflict resolution between rivals ● Translating international peace accords into

		Palestinians	<p>domestic realities</p> <ul style="list-style-type: none"> ● Role of domestic support in marketing peace ● Employing market-related approaches like ‘consumer information processing, consumer choice theory, decision making and framing in order to market peace’. ● Marketing approach to seeking conflict resolution ● Political result-oriented marketing ● Defining marketing peace ● Government peace efforts and consumers ● Consumers' interest in the marketing peace accord ● Role of communication in peace marketing ● Aspects of 'agenda-setting, framing and reinforcing' in marketing peace ● Framing persuasive communications ● Identifying and understanding attributes (dimensions) of a peace settlement ● Presentation of peace-related information with negative and positive terms ● Peace orientation ● National Identity ● Security ‘an emotion-laden issue’.
4.	W.K. Athula C. Gnanapala	Peace Marketing And Tourism Development: Empirical Evidences From Sri Lanka	<ul style="list-style-type: none"> ● The increasing role of peace in the business world ● Need of peace in economic growth ● Peace as a ‘key travel motive’ ● Role of peace in developing robust tourism industry ● Relation between lack of peace and reduced economic development ● Peace as "positive image builder" ● Defining peace and peace marketing ● Peace marketing as a subset of “the public international marketing and non-profit marketing”
5.	Nugzar Todua Charita Jashi	Conceptual And Practical Aspects Of Peace Marketing In Tourism (Georgian	<ul style="list-style-type: none"> ● Peace marketing as a concept ● Peace marketing as a strategy for facilitating understanding, tolerance, and peace at a global level

		Case)	<ul style="list-style-type: none"> ● Role of marketing communications in the peacebuilding processes ● Role of peace in developing robust tourism industry ● Role of tourism in promoting peace, stability cultural understanding and sharing ● Defining peace and peace marketing ● Peace marketing as a subset of “the public international marketing and non-profit marketing”. ● Social marketing and social media in designing peacebuilding strategy ● Social media campaign in promoting peace ● History of Georgia ● National and international tourism opportunities for Georgia ● Role of international marketing communications ● Tourism promotion strategies
6.	Alexandru-Mircea Nedelea & Marilena- Oana Nedelea	Humane Marketing, Peace Marketing and Rebranding Marketing	<ul style="list-style-type: none"> ● Humane marketing: a novel concept ● Rebranding marketing ● Marketing as a ‘state of spirit’ ● Humane economics ● Marketing and humanist principles ● Marketing as an instrument to solve problems and provide solutions ● Need to revise principles of marketing ● Defining peace as a concept ● Need to rebrand marketing to humane marketing ● Peace marketing at the political level ● Social peace marketing
7.	Brîndușă-Mariana Bejan	Peace Marketing	<ul style="list-style-type: none"> ● Factors behind conflict in a knowledge-based society driven by technology ● An increasing number of conflicts ● Increasing need for peace for geopolitical stability ● World’s welfare ● Need of peace in international relations ● Humane marketing ● Role of the international organisations, private societies to promote peace

			<ul style="list-style-type: none"> ● Various approaches in peace marketing ● Humane conscience ● Peace marketing as a concept ● Defining peace and peace marketing ● Principle of Conflict ● Concept of WorldShift: involves shifting the focus from the standpoint of civilisation's growth, which is founded on three key concepts: responsibility, involvement in actions, solutions. ● Role of language learning in promoting peace ● Peace marketing as a subset of “the public international marketing and non-profit marketing”. ● Importance of education in peace marketing ● Need for peace in economic growth ● Regional Economic Cooperation as a Peace-Building Strategy ● Role of social media in promoting peace ● Role of peace in developing robust tourism industry
8.	Kazi Nazmul Huda	Can Peace be the Leading Purpose of Modern Marketing?	<ul style="list-style-type: none"> ● Role of peace-building in marketing ● Role of the marketing mix in world's peace eco-system ● Human greed prominent rival of peace ● Impact of conventional 'deceptive-marketing practice' in 'stimulating greed in society' ● Three additional “Ps” namely: “preach, propagate and patronage” ● “Marketing 3.0” ● Impact of Violence and conflicts on the world economy ● Peace marketing as a concept ● Defining peace and peace marketing ● Rising budget of peacekeeping ● Peace as the “leading purpose of Marketing” ● Impact of modern capitalism ● Incorporating ‘social & moral issues’ in marketing practice ● Escalating ethical and moral crises for marketing ● Role of peace in developing robust tourism

			<p>industry</p> <ul style="list-style-type: none"> ● Need to revise marketing function: “from profit to peace”
9.	Dr V. C. Anucha	Peace Marketing: A Tool for Addressing Security Challenges In Nigeria	<ul style="list-style-type: none"> ● Peace marketing as an instrument to address security challenges ● Relationship between peace promotion and internal security ● Peace marketing as a subset of social marketing ● Peace marketing as a concept ● Defining peace and peace marketing ● Peace marketing as a mechanism to achieve “sustainable peace and security” ● Need of peace in economic growth ● Understanding the relationship between peace promotion, peace distribution, peace movement sponsorship on internal security ● Prevailing security challenges and its implication on Nigeria
10.	G. C. Chukwu, V. C. Anucha, & C. A. Nwador	Peace Marketing in Volatile Parts of Nigeria: A Panacea for National Development	<ul style="list-style-type: none"> ● Role of Peace Marketing in national development ● Peace marketing as a mechanism to achieve “sustainable peace and security” ● Relationship between weak leadership, insecurity and national development ● Role of conflict/crises/war on marketing activities ● Contributions of peace marketing to national development ● Causes behind the prevailing insecurity in Nigeria ● Types of conflict in Nigeria ● Factors prerequisite for national building ● Effects of inept leadership and insecurity on the economic growth of a country ● Defining Peace marketing ● Peace marketing's relevance in resolving crises, hostilities, and wars ● Role of peace in developing robust tourism industry ● Education for peace

11.	Mitsuaki Furukawa & Daniel Deng	Social Capital Across Agro-Pastoral Assets in the Abyei Area With Reference to Amiet “Peace” Market	<ul style="list-style-type: none"> ● Role of agro-pastoral resources in conflict and cooperation ● Agro-pastoral livelihoods ● History of the conflict in Sudan ● Impact of international development on social contract ● Concept of Social capital: Bonding, Bridging and Linking ● Challenges of the agro-pastoral economy
12.	Margarita Işoraitè	The Importance of Education in Peace Marketing	<ul style="list-style-type: none"> ● Defining peace and peace marketing ● War and peace as political issues ● Challenges faced by educational systems during violent conflict ● Education peace ● Role education in promoting peace marketing ● Role of educational institutions like universities in peace initiative
13.	Earl Anthony Wayne	Imagine Peace: Connecting Global Solutions on Reconciliation with an Afghanistan Ready for Peace	<ul style="list-style-type: none"> ● Identifying practices among reconciliation initiatives ● Four major classifications of effective reconciliation practice: Trauma Healing, ● Peace Education, Cohesion, and Gender Inclusivity ● Role education in promoting peace marketing ● Role of Community in healing and rebuilding

4. DISCUSSION

4.1 Peace Marketing for International Peace:

The author in (Nedelea & Nedelea, 2015) states that the American Peace Society is the general advocate of the idea of ‘international peace’. The author says that if the people of the world sincerely and honestly want peace, the surest way to get it is to accept the plan endorsed by the American Peace Society. The author states that American society peace is in the business of

producing and marketing ideas on how to secure peace. However, it is noteworthy that the author mentions that instead of marketing ideas for securing peace through mediators it is better if we directly sell peace as the product.

The authorin (Nedelea & Nedelea, 2015) begins by defining ‘Warfare Marketing’ to bring home the understanding of the opposite concept ‘peace marketing’. The paper defines peace marketing as a concept that could be part of the category of

public international marketing. It is, at the same time, non-profit marketing. The author concludes that the essence of the concept of marketing lies in identifying, anticipating and quantizing the needs and wishes of people and their satisfaction which include peace. The concept of peace marketing is a new one, but one that should be developed because our future depends on the efficiency of marketing campaigns for peace.

The author in (Huda, 2020) through his study rationalizes peace-building as the leading purpose of marketing and proposes an extended marketing mix to contribute to the world's peace ecosystem.

The authors in (Nedelea & Nedelea, 2016) highlight the importance of international peace through Marketing Peace. The paper discusses how the concept of peace marketing will evolve over time. Presently, we are in the stage of peace marketing at the political level. The next step will be that of social peace marketing, and the final stage – the individual peace marketing (which will have as its objective the soul peace). The authors also speak of a futurist concept of universal peace marketing.

4.2 Peace Marketing for Internal Security:

The author in (Wayne, 2020) speaks of the peace marketing strategies used in Columbia by citing the example when in 2006, advertising executive Jose Miguel Sokoloff was approached by the Colombian Ministry of Defense to develop a marketing campaign to persuade the Revolutionary Armed Forces of Colombia—People's Army (FARC) fighters to return from the jungle and to convince Colombia's people to welcome them back into society. Sokoloff adopted a key guiding principle: that FARC insurgents were as much hostages to their organization as the victims they had terrorized.

They feared rejection by their communities if they ever tried to demobilize and return home.

The author in (Anucha, 2021) has explored peace marketing as a tool for addressing security challenges in Nigeria. A positive and significant relationship was equally found between peace movement sponsorship and internal security. From the findings, it was concluded that peace marketing serves as a tool for addressing security challenges in Nigeria. Based on the findings and conclusion, it was recommended that companies operating in Nigeria should not restrict their marketing activities to products and services alone rather they should include peace marketing in their marketing programs as it would help to address the security challenges facing Nigeria and ensure sustainable peace and security in the country. The author has cited the works of Foegen (2005), Hiroshima (2016), Ohiagu (2009) and Todua and Jashi (2016) to define the concept of Peace Promotion. The author cites Woolf (2006) to reiterate that just like the way marketers distribute their products or services to places where they are needed, so do companies need to distribute their peace message to places where there are conflict and violence.

4.3 Peace Marketing for Internal Peace:

The author in (Arif & Uddin, 2015) has highlighted that the observance of this day of peace festival in Bangladesh can be spread out in the minds of mass people of the society to get harmony, unity, commitment, trust, safety and security as a whole.

The author in (Furukawa & Deng, 2019) states that the Abyei area, which straddles the border of the two Sudan, had been a theatre of war since 1965. As stakeholders negotiate a solution to the political dispute over Abyei, this article explains how agro-pastoral resources, including the market itself, factor in both conflict and peace leading to cooperation.

The author in (Astorino-Courtois, 2000) study integrates elements of marketing theory, framing research and consumer choice theory to examine the prospects for marketing peace to Israelis and Palestinians. Results of tests of the impact of dimensional and presentational framing and an individual's initial peace orientation on support for a settlement are reported. The analyses reveal strong peace dimension effects and moderate presentation and orientation effects on support for a peace accord. Notably, security-related information expressed in terms of in-group safety was most likely to encourage support for a settlement among both Palestinian and Israeli participants. Corroborating the findings of Geva and Mintz (1997), Astorino-Courtois (1996), and Geva, Astorino-Courtois and Mintz (1996), the results provide further indication of the feasibility of framing peace-related communications and marketing these in order to encourage domestic support for an internationally negotiated accord. The paper reiterates that it is important to recognize that marketing peace, especially in the context of an issue as enduring as the Arab-Israeli conflict, is a double-edged sword. While communications may be intended to encourage support for peace - and the results of the tests reported here suggest that this is possible - when most effective they also create expectations to be fulfilled, for instance of improved quality of life for constituents. In short, it is essential to the success of any peace marketing effort that it has genuine content and value. Leaders must not only reinforce their peace messages but must secure their credibility over time by producing evidence of the promised results.

4.4 Peace Marketing for National Development:

The authors in (Chukwu et.al., 2018) have cited Peace Marketing as the panacea for National development. The North East, Northcentral and Niger Delta areas are hotbeds of hostilities in

Nigeria. This hostility is in the form of conflict, crisis and war as we are experienced with the activities of Boko Haram, Fulani Herdsmen and farmer clashes and Niger Delta militants. The panacea to the aforementioned conflict ravaging the Nigerian nation is to be found in peace marketing.

4.5 Peace marketing through Peace Education:

The author in (Išoraitė, 2019) highlights the importance of education in peace marketing. The author cites the author definitions from the works of Gutek, G. L. (2006), Ajala, E.M. (2003), Mahmood, A., Ashraf, I. (2014) and Lirola, M., M. (2016). The author defines the concept of Peace education through author definitions of Gutek, G. L. (2006) as the attempt to provide values education and social skills that would reinforce positive group interactions among vastly different cultures and countries, Ajala, E.M. (2003) Mahmood, A. as the type of education that influences learners with all the norms, values and attitudes that can create a supportive environment in human life., Ashraf, I. (2014) as conflict resolution education, has its origins in the ideas of Comenius and Erasmus. Lirola, M., M. (2016) as a pedagogical proposal that can contribute to improving not only the teaching-learning process but also the world. Lirola, M., M. (2007) as a proposal to deconstruct power in the classroom.

The author has also cited Dulnuan, W. (2015) while analysing the importance of peace education.

The author has also cited the works of Guetta, S. (2016), McGuire, D. (2018), Dupuy, K. (2008) Spruyt, B., Elchardus, M., Roggemans, L., Van Droogenbroeck, F. (2014), Kester, K. (2009) Novakova, P. (2010) El-Bushra, J., Smith, E., R. (2016) Davies, K. (2015) Lenhart, V. (2018) Rubagiza, J., Umutoni, J., Kaleeba, A. (2016) El-

Attar, M. (2009) in highlighting the role of Education for promotion of peace marketing (Išoraitė, 2019).

The author in (Chukwu et.al., 2018) has quoted Gupta, (2019) to explain that the best result of peace marketing could be achieved through effective educational interventions by marketers. The author also cited Urban & Urban, (2016) to highlight that marketing may influence people's learning on the means to resolve conflict in societies by enriching the moral merit, cooperation, discipline, cohesiveness, and fellow-feelings among people, societies, and countries.

The authors in (Chukwu et.al., 2018) have cited the importance of Peace Education. Education for peace should be the mastering of values, attitudes, conflict resolution by peaceful means, peace mediation, the conduct of dialogue and other social as well as political means for fostering sustainable peace. The authors have quoted Solomon (2009) and Roth (2009) to highlight that education for peace is therefore anchored on three approaches viz-reformative, transformative and reconstruction.

The author in (Furukawa & Deng, 2019) states that the Education of the Ngok (community) and neighbouring communities to participate fully in the agro-pastoral transformation might include the range of skills and vocations needed for peace markets, such as Amiet, to serve as conflict-transforming institutions, organising social contract making that deliberately constructs social capital along the bonds, bridges, and links where cooperation and conflict both appear to take root.

4.6 Peace Marketing for Tourism:

The author in (Gnanapala, 2016) tries to discuss the concept of peace marketing and its effect on

tourism development with supportive empirical pieces of evidence from Sri Lanka to prove vital of peace to have a healthy tourism development.

The author in (Huda, 2020) has quoted Gajdošíková & Pompurová (2019) and Todua & Jashi (2016) and others who have projected voluntary tourism as a tool for promoting peace. They tried to establish a correlation between tourism and peace marketing and have argued that such an initiative is more effective than the peace interventions like international peace summits and diplomatic plays. Voluntary tourism could prevent conflict by connecting different cultures and developing mutual understanding among different countries and communities.

The authors in (Chukwu et.al., 2018) have cited tourism as a peace catalyser. The authors cited Bejan (2017) to highlight that tourism contributes to the elimination of geographical, cultural, social and linguistic barriers among the citizens of different states. Tourism brings improved interaction between the locals and the visitors. This also helps in reducing potential conflict.

The authors in (Todua & Jashi, 2016) highlights that Peace Marketing is now recognized as a category within Public International Marketing, but at the same time seen as social marketing. Social Marketing to change an attitude and influence current social behaviour that does not have a direct benefit for individuals, but for society as a whole. The author cites the work of Lefebre (2008) whose work reinforces the point that diplomacy and social marketing can be two equally important tools that need to work in parallel to have effective and sustainable impacts for achieving peace. Crag Lefebre argues that the major improvements that social marketing processes brought to the peace-building field were its methodical and systematic approach to the process of social change. It is a technique that utilizes communication to promote cognitive,

attitudinal and behavioral change. The author highlights that sustainable development of the tourism industry cannot be achieved without stabilization and peace in the countries. Tourism became the most important driver for promoting understanding, trust and goodwill among different people all over the world. Tourism is particularly important for Georgia, which seeks to integrate European structures and access to international markets. Tourism in Georgia facilitates engagement and confidence-building efforts between countries and helps to make progress toward peace and eventual reconciliation.

5. Conclusion:

Peace is a key and indispensable component for a stable world. Peace marketing as a new concept is continuously being explored by research scholars from around the world and across disciplines. The continuous academic effort to understand peace as a concept and its impact on various sectors and areas of academic interest. Linking peace marketing with public international marketing and public international marketing is also a new area that needs to be explored further to find a panacea to violence and disruptive world forces. The role of peace marketing in national development can be a cornerstone in deriving internal peace, stability, growth and security. Peace marketing can also be an instrument and a mechanism to achieve “sustainable peace and security”. It is an inevitable fact that we all need peace to achieve social and economic growth. Country-wise case study has been done to understand the effectiveness of peace marketing. Scholars have made efforts to redefine the new "P" in the peace marketing mix: For example: “preach, propagate and patronage”. The role of peace in education is also being taken into consideration as it has a far-reaching impact on the same. The role of international organizations in marketing peace through the use of strategic communication is

also a new benchmark step towards meaningful foreign relationships. In the current age of technology and communication, we have to give due credit to social marketing and social media in designing peacebuilding strategies. We can conclude with the phrase ‘Capitalism 3.0’ which vouches for ‘marketing system with a heart.’

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