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The Role of International Arbitration in Resolving Disputes Arising from Iran's Cross-Border Electronic Commerce

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Extended Abstract

Among the dimensions of soft power, the cultural indicator can be considered its most important and influential component, as it forms the foundation of a society's social life and impacts other dimensions, such as a country's politics and economy. Therefore, paying special attention to the cultural dimension of soft power is essential. The Islamic Republic of Iran possesses extensive cultural potential in Yemen. This significance is not limited merely to religious and sectarian capacities but also stems from Iran's ancient history. Yemen is frequently mentioned in ancient Iranian texts and history. Numerous books and legends also discuss Himyar, the king of Yemen, and Hamuran (an ancient name for Yemen); the most prominent among these is Ferdowsi's **Shahnameh**. This book is considered one of the most important documents

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regarding the history of Iran and other neighboring and allied nations. From a religious and Islamic perspective, the key dimensions of cultural soft power at the regional level of analysis can be identified in areas such as: the reconstruction of Islamic civilization and the revival of civilizational history and cultural, historical, and Islamic identity; the promotion of the Islamic Awakening; regional acceptance and popularity; the revitalization of the Islamic world's identity; serving as a linchpin for regional stability; the globalization of the struggle against Zionism; the enhancement of Iran's geostrategic position in the region; the discrediting of the Zionist regime; the "Basij" model of resistance; the expansion and consolidation of the Islamic Republic's strategic depth; the defeat of hegemonic schemes; and the strengthening of public and cultural diplomacy—including engagement with Yemeni resistance groups like the Houthis. At the level of international analysis, key dimensions of cultural soft power include: challenging Western cultural hegemony; opening a third front in the international system based on the principle of "Neither East nor West"; spearheading a global cultural revolution; fostering a global culture of resistance against arrogance and global Zionism; strengthening the discourse of rejecting domination and advocating for justice; promoting the culture of *Jihad*, martyrdom, and the quest for a savior; expanding spiritual and religious discourse; fostering a spirit of independence among the oppressed; disrupting the power equations of major political and security powers; influencing international developments and dynamics; and enhancing media capabilities. Therefore, it is essential that the country's scientific, political, and cultural elites pay special attention to this matter and take significant steps to advance the goals of the Islamic Republic of Iran by identifying the nation's full potential.

Soft power is a form of national power based on intellectual and cultural appeal. Soft power is beyond mere cultural power and includes political and economic power as well. The purpose of this article is to explain the capabilities and cultural components of soft power of the Islamic Republic of Iran in Yemen. In this research, we try to answer the main research question of the soft power cultural capacities of the Islamic Republic of Iran in Yemen by using Joseph Nye's soft power theoretical framework and descriptive-analytical method. The findings of the research indicate that the cultural soft power of the product and the re-

sult of positive portrayal, presenting a justified image of oneself, gaining credibility in domestic and foreign public opinion. For various reasons, the Islamic Republic of Iran has provided the necessary grounds and conditions to gain soft power and increase its popularity among the countries of the region, especially Yemen. As a result, the cultural capacity of Iranians has been formed in the relationship between itself and other countries, especially Yemen, between two sides of identity sources: "Islamism, Iranianness". The Islamic Republic of Iran has been able to advance a strategy based on the axis of resistance and deterrence by using the cultural capacities and local united forces of Yemen.

Key words: Soft power, Islamic Republic of Iran, Yemen, Ansarullah, Cultural Capacity, Axis of Resistance.

Conflict of Interest

The authors declare that there is no conflict of interest in conducting this research study.