

Making Freedom Irresistible- An Application of the ‘Game Theory’ and ‘Inspiration Economy Theory’ on Pro-Palestine Boycott Movements after War on Gaza 2023-2025

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Abstract

Classical Game Theory reveals a world of strategic traps, where rational self-interest leads to sub-optimal collective outcomes, as seen in the enduring Israeli-Palestinian conflict and specifically during the War on Gaza 2023-2025. This paper explores how the Inspiration Economy (IE) theory provides the key to mitigating these traps. The researcher posit that IE acts as a "meta-game," fundamentally altering the strategic landscape by introducing new payoffs—such as purpose, trust, and belonging—and fostering a collective identity where individual, group and community success align.

Through reviewing the outcome of the Gaza Resilience Lab, besides an analysis of the global boycott and BDS movements, the paper demonstrates how a purely punitive, game-theoretic model can be transformed into a positive-sum, sustainable, inspirational force. Then, the research simulates applying the IE theory principles to reframe the win condition, expanding the player base, and leveraging narrative, thus the movement for Palestinian rights can evolve from a reaction to oppression into a proactive, visionary campaign that attracts global support by offering a win-win-win future for Palestinians and their supporters. This synthesis demonstrates a "rational" strategy in a complex, interconnected world where collaboration and inspiration become the most rewarding moves.

By shifting the payoffs to include moral currency, fostering a collective identity, and articulating a compelling vision of the future, the movement can make the old game of Israeli occupation unsustainable and the new game of freedom and justice irresistible. This framework offers a transformative strategy for not only the Palestinian struggle but for modern activism and conflict resolution as a whole.

Keywords: War on Gaza, Inspiration Economy Theory, Game Theory, Prisoner's Dilemma, Gaza Resilience Lab, Boycott, BDS, Pro-Palestine Movement, Consumer Activism, Asymmetric Conflict, Value Co-creation, Transformative Strategy, Collective Identity

1.0 Introduction

Strategic conflicts and value creation have long been analysed through the mathematical precision of Classical Game Theory, which models the behaviour of rational actors in competitive settings. However, its conclusions often highlight a pessimism inherent in systems designed around short-term, self-interested incentives, leading to equilibriums

of mutual detriment. Challenging this bleak outlook is the Inspiration Economy (IE), a socio-economic theory that posits inspiration—not just information or capital—as the primary driver of modern value. IE theory suggests that by altering the very payoffs of strategic interaction to include purpose, trust, and community, we can foster positive-sum outcomes and enhance the consumer's power and influence. Gibbons (1992), Oleynick et al. (2014), Ahmed and Buheji (2024)

Therefore, this paper investigates the critical intersection of these two theories, testing them both on the sustenance of the Pro-Palestine Boycott movement after the War on Gaza between 2023-2025. It posits that the IE theory can be understood as a "meta-game" that rewrites the rules of classical games. The author demonstrates this synthesis through a contemporary case study: the pro-Palestine boycott and BDS movements, Chalcraft (2019). Using the Gaza Resilience Lab outcome of how to influence without power as per Buheji (2024a), the analysis reveals how a game-theoretic understanding of the conflict's current state can be combined with an IE-driven approach to build a more powerful, inclusive, and visionary global movement. Ichiishi. (2014), Buheji (2025b)

2.0 Literature Review

2.1 Classical Game Theory - The Framework of Strategic Interaction

Game Theory is a mathematical framework for modelling strategic interactions between rational decision-makers, the consumers, called "players." There are four core principles of the theory. The players are rational individuals or entities that seek to maximise their own payoff or utility. Then, come the strategies, which are the complete set of actions available to each player. Then, the payoffs of the outcomes or the rewards that the players receive are based on the combination of strategies chosen by all players. These are often represented in a matrix. Finally, come the equilibrium with the most famous is the Nash Equilibrium, where no player can benefit by unilaterally changing their strategy while the other players keep theirs unchanged. Tadelis (2013), Gibbons (1992)

The classic example of game theory is the 'Prisoner's Dilemma', where two criminals are arrested and interrogated separately. If they both cooperate (stay silent), they each get a light sentence (e.g., 1 year), Shubik (1970). If one betrays (defects) and the other cooperates, the betrayer goes free (0 years) and the cooperator gets a heavy sentence (10 years). If both betray each other, they each get a moderate sentence (5 years). This matrix is shown in Table (1). Gibbons (1992)

Table (1) Matrix Modelling the Strategic Interaction Possible between the Players as per the Game Theory

Player move	Prisoner B Cooperates	Prisoner B Betrays
Prisoner A Cooperates	A: 1 year, B: 1 year	A: 10 years, B: 0 years
Prisoner A Betrays	A: 0 years, B: 10 years	A: 5 years, B: 5 years

The rationale in Table (1), is that the self-interest choice for each player makes him more willing to betray. This leads to the Nash Equilibrium (Betray, Betray) with a payoff of (5 years, 5 years), which is worse for both than the mutual cooperation outcome (1 year, 1 year). Thus, the classical 'Game Theory' often reveals a tension between individual

rationality and collective well-being. The world it describes is frequently zero-sum or win-lose. Romp (1997), Gibbons (1992)

2.2 The Inspiration Economy Theory - A New Paradigm of Value

The Inspiration Economy (IE) is a socio-economic model that posits that the greatest driver of value in the modern world is no longer just information or knowledge, but inspiration. Oleynick et al. (2014), Buheji (2016)

The core principles of the IE Theory are also seen as four core principles. The Value Shift that is created by inspiring people who come from the willing to learn, to act, to create, to connect, to buy, to believe. This creates the 'Currency of Inspiration'. This "currency" isn't just money, but rather it is attention, engagement, trust, creativity, and purpose. The core principle of IE theory is the Win-Win-Win Dynamics, where the goal is to create systems where individuals, organisations, and society all benefit, Buheji (2016). An inspired customer is more loyal; an inspired employee is more productive; an inspired citizen is more engaged. Finally, IE bring 'Network Effects of Meaning' where inspired people inspire others, creating virtuous cycles of innovation, collaboration, and positive action. Oleynick et al. (2014), Buheji (2016), Buheji (2021)

Examples of the IE in action is about focusing on creating inspiration from something impactful and being part of a collaborative community effort that exploits its non-financial, not just direct monetary gain, Buheji and Ahmed (2025). Inspiration currency focuses on the true value of the ability to inspire others to achieve more than they thought possible. Thus, the IE describes a world that is inherently positive-sum or win-win, where value can be created and expanded for all participants through shared purpose and meaning which does not vanish over time. Lasarov et al, (2023), Buheji (2025a)

2.3 The Connection and The Tension

At first glance, they seem to be in opposition. While the Game Theory is based on capital-based economy often assumes selfishness and leads to sub-optimal collective outcomes (like the Prisoner's Dilemma), the Inspiration Economy assumes we can be motivated by higher purposes to create optimal outcomes for all. Shubik (1970), Gibbons (1992), Buheji (2016)

However, both Game and IE theories can be seen to be deeply connected, especially if we think of the Inspiration Economy as a "meta-game" that seeks to change the rules of the classical games we play. IE changes the game by altering the 'Payoff Matrix'. Hence, in the example of the Prisoner's Dilemma, the payoffs won't be only the prison time, but they would include intangible rewards such as trust, reputation, a sense of belonging, and the fulfilment of contributing to a greater good. So, if both prisoners were part of an "inspiration-based" code of honour (like the Mafia's omertà), the payoff for betrayal includes lifelong shame and being ostracised. Suddenly, "Cooperate, Cooperate" becomes the rational choice because the payoff matrix has been fundamentally changed. Tadelis (2013), Shubik (1970).

Usually, as we know, the classical games are often one-off interactions. If we visualise the IE as a game, then its uniqueness comes from its thriving on the repeat play and long-

term relationships, Tadelis (2013). In a repeated Prisoner's Dilemma (the "Iterated Prisoner's Dilemma"), strategies are based on reciprocity and trust. Thus, IE can institutionalise this as a long-term perspective. Romp (1997), Samuelson (2016), Buheji (2021)

In a capital-based economy, Game Theory means zero-sum game, people and communities would be targeting winning that makes the opponents lose, Samuelson (2016). In the Inspiration Economy, "winning" is defined as growing the entire ecosystem where people and communities can thrive together to bring an inspiring story. Buheji and Ahmed (2025)

Game Theory also often treats players as isolated individuals, while IE recognises that we are part of tribes, communities, and movements, Chalcraft (2019). Thus, in IE any identity is tied to a community's success, and the individual payoff becomes aligned with the collective payoff. Cooperating for the greater good becomes a rational act of self-expression. This can be seen clearly in a region like Gaza, where its people aren't just trying to survive despite the genocide done by the Israeli's; but they are in this limited 365 square kilometres strip are becoming a source of inspiration and awakening for millions of people regardless of their ethnicities or background, Buheji (2024b). The learning here, as per IE theory, is that Gaza's success to survive depends on the success of these people who support and influence the Palestinian cause and oppose genocide, or Zionist occupation. Samuelson (2016), Al-Muhannadi and Buheji (2024), Buheji (2024a), Buheji (2024b)

While the Game Theory shows us the "traps" of a system designed around short-term, self-interested incentives, IE can still be unique in its prescriptive response, Romp (1997). It is a framework for designing systems, cultures, and business models that change the game itself by introducing new, inspirational payoffs (purpose, mastery, belonging). It enforces a long-term perspective (legacy, reputation, and sustainability). Both theories foster a collective identity where individual and group success are aligned. In the meantime, IE can use the logic of Game Theory to mitigate its pessimistic conclusions. It shows that the most "rational" strategy in a complex, interconnected world is often to build systems where trust, collaboration, and inspiration are the most rewarding moves for everyone involved. Samuelson (2016)

2.4 Sustaining the Power of Boycotts through the 'Gaza Resilience Lab' using the Game and IE Theories

Under the framework of the 'Gaza Resilience Lab', here is a summary of the perspective on the Pro-Palestine Boycott, integrating the concepts of Game Theory and the Inspiration Economy, Buheji (2024a). Buheji reconceptualises the Pro-Palestine Boycott not merely as a punitive political tool, but as a critical case study in applied resilience and the strategic cultivation of an "Inspiration Economy." This perspective moves beyond traditional conflict analysis to frame the boycott as a transformative mechanism that shifts the strategic game surrounding the Palestinian struggle. Ichiishi. (2014)

While the boycott functions within a game-theoretic logic by imposing costs (the "stick") on entities complicit in occupation, its true power, as per the Lab's analysis, lies in its role

within the Inspiration Economy. It is a "meta-game" strategy that alters the fundamental payoffs of the conflict. The payoff is no longer just financial or political; it becomes the "currency of inspiration"—a sense of global solidarity, moral purpose, and shared identity for millions worldwide.

The Gaza Resilience Lab views the boycott as a tool that extends Gaza's resilience beyond its physical borders, Buheji (2024a). By inspiring global citizens to act, the movement creates a "Network Effect of Meaning." Each participant—from a student opting for an ethical brand to a city council passing a resolution, or an academic who decided not to collaborate with Israeli Occupation Academics, or even use buycott instead of boycott; they all become a node in a decentralised, resilient network, Buheji and Hasan (2024). This network absorbs the shocks of the conflict and sustains the struggle through continuous waves of inspired action, making the global community an active participant in Gaza's resilience. Lasarov et al, (2023), Buheji (2024b).

The Lab's work emphasises that the boycott's success is not measured solely by immediate political concessions. Instead, its victory lies in its ability to reframe the narrative and expand the player base. It transforms the Palestinian cause from a story of victimhood into a global symbol of the fight for justice, thereby winning the long-term "battle of inspiration." This creates a "Win-Win-Win" dynamic: a win for Palestinians through sustained global support, a win for supporters who gain a channel for meaningful moral action, and a win for the global community by upholding universal human rights principles. Buheji and Ahmed (2025)

Ultimately, the Gaza Resilience Lab positions the Gaza Strip and the global boycott it inspires as a real-world laboratory. It demonstrates how a community under extreme duress can leverage its plight to inspire a paradigm shift in global activism, Buheji (2025b). The boycott becomes a testament to how a movement can be economically disruptive, politically significant, and, most importantly, psychologically and spiritually empowering for a global audience. This work posits that the Pro-Palestine Boycott is a premier example of the IE Theory in action. It is a strategic, resilience-building tool that uses targeted economic pressure not as an end in itself, but as a means to fuel a far more powerful engine: the irreversible, global inspiration for a just and equitable future.

The collective work of the published work of the author and his co-authors presents a comprehensive analysis of the Pro-Palestine Boycott Movement post-October 2023, framing it not just as a political tool, but as a transformative socio-economic phenomenon and a powerful application of consumer activism in the digital age, Buheji (2025b). Their research highlights the movement's evolution, its psychological underpinnings, and its strategic expansion into new domains. In "The Power of Pro-Palestine Consumer Activism," Buheji (2025b) analyses the unprecedented scale and coordination of the boycott movement. The study emphasises the critical role of dedicated mobile applications and digital platforms in mainstreaming the boycott. Chalcraft (2019).

Lowering the barrier to activism, the different Apps of Boycott simplified complex supply chains into actionable information, drastically reducing the research effort required for the psychology of the average consumer, Kam and Deichert (2020). This technological

ease of access was a key driver in mobilising a global, decentralised participant base. Buheji (2025a) research documents how this digital infrastructure transformed the boycott from a niche, politically-engaged activity into a mass-consumer movement, making ethical consumerism a default choice for millions, Chalcraft (2019). The study posits that the act of using an app and making a conscious purchasing decision provided a tangible sense of personal agency and empowerment, which was crucial for sustaining engagement over the long term.

In "Supporting Gaza through Consumer Selectivity", Ahmed and Buheji (2024) identify a critical strategic evolution, i.e. the integration of "buycotting" with boycotting. The paper argues that the movement's resilience is amplified when consumers are guided not only to avoid complicit companies (the punitive boycott) but also to actively support Palestinian-owned businesses and alternative ethical brands (the constructive buycott). This psychological "boycott-buycott" model creates a more sustainable and psychologically rewarding form of activism. It allows participants to contribute to building a parallel, resilient economic ecosystem for Palestinians, moving beyond mere protest that might vanish over time to sustained active co-creation, Lasarov et al. (2023). This approach directly counters the narrative of isolation and strengthens the Palestinian economy, making the consumer activism psychology more comprehensive and impactful. Kam and Deichert (2020)

Expanding the battlefield, Buheji and Hasan (2024) suggested that the Academic Boycott is a moral imperative. They argued for the strategic and ethical necessity of extending the boycott to the academic sphere. They contend that academic institutions are not neutral; those that maintain partnerships with Israeli universities and defence contractors are deeply complicit in the structures of occupation. Therefore, the academic boycott is a logical and necessary tactic to challenge the intellectual and moral legitimacy of the oppressor. The work frames the academic boycott not as a limitation on academic freedom, but as a moral duty to uphold the principles of justice and human rights. It calls for severing ties with complicit institutions, refusing to normalise a system of apartheid, and standing in solidarity with Palestinian academics and students whose academic freedom is systematically denied. Buheji and Hasan (2024)

3.0 Methodology

This paper uses a qualitative analogical comparative approach to show an alternative framework to the Classical Game Theory. It first provides the powerful lens for understanding strategic interaction in Game Theory, which often reveals how rational self-interest can lead to collectively sub-optimal outcomes, as epitomised by the Prisoner's Dilemma. In contrast, the methodology continues to show the emerging paradigm of the Inspiration Economy (IE), which theorises a world where value is driven by purpose and meaning, fostering win-win dynamics.

The qualitative conceptual research design target to construct a novel analytical framework integrating Classical Game Theory and Inspiration Economy (IE) Theory. The methodology is structured in three sequential phases, moving from theoretical exposition to analytical application and strategic formulation. Romp (1997).

During the first part of the study, a conceptual framework development is proposed after a systematic literature synthesis to delineate the core principles of each theory and identify their points of tension and synergy. The key concepts of Game Theory are defined and operationalised, including rational players, strategies, payoff matrices, and Nash Equilibrium. The Prisoner's Dilemma is used as the primary illustrative model to build the picture for the theoretical exposition. Then, the core principles of the inspiration economy theory is elaborated, focusing on the currency of inspiration (purpose, trust, belonging), win-win-win dynamics, and network effects of meaning.

A critical analysis is conducted to frame the IE not as a rejection of Game Theory, but as a "meta-game" that seeks to alter the fundamental rules and payoffs of classical games. This involves conceptualising how IE principles can systematically transform a zero-sum game into a positive-sum game.

In the second phase of the study, an analytical application to the case study of sustaining the Pro-Palestine boycott and BDS movement. This phase applies the integrated framework to the context of the Israeli-Palestinian conflict, the war in Gaza and the BDS movement. The current conflict dynamics will be modelled using game-theoretic constructs where the prisoner's dilemma of violence is analysed with the incentives for both parties to choose escalation/retaliation over de-escalation, leading to a sub-optimal Nash Equilibrium of perpetual conflict.

In this second phase, the asymmetric power analysis of the boycott is analysed. The author examines the imbalance in strategies and payoffs available to Israel (military, economic power) versus Palestinians (moral persuasion, asymmetric tactics). Within this model, the BDS movement will be analysed as a strategic move designed to alter Israel's payoff matrix by increasing the costs of occupation (financial, reputational). Thus, the boycott and the BDS movement, besides the broader Palestinian solidarity struggle, can be re-framed using IE principles. This involves a qualitative assessment of how IE can shift the strategic landscape by redefining the payoffs. The intangible "inspiration currencies" can be here identified and incorporated using (e.g., moral alignment, legacy, community belonging) into the strategic calculus for all players (Palestinians, supporters, international community, etc.).

To expand the player-base, the researcher analyses how a positive, visionary narrative can attract new "players" (e.g., consumers, academics, artists, businesses) by appealing to their values and identities. Also, collective identity is collected through examining how aligning individual payoff with collective success can make cooperation a rational act of self-expression.

The final phase translates the analytical findings into a coherent strategic model and assesses its validity. The insights from Phases 1 and 2 are synthesised to propose a dual-pronged strategic framework for the movement. This framework explicitly combines the game-theoretic "stick" that is the targeted, punitive pressure via BDS to make the status quo unsustainable.

The IE-theoretic "carrot" comes from its inspirational, co-creative vision to make a future of freedom and justice irresistible. It is a qualitative validation through a proposed framework that will be operationalised and its viability demonstrated through real-world examples and hypothetical scenarios, such as re-framing consumer boycotts as a positive choice for "ethical consumerism" and designing divestment campaigns that include a "reinvest" component in Palestinian institutions. This can craft the narrative strategies that humanise Palestinians and connect their struggle to universal themes (e.g., anti-apartheid, civil rights).

4.0 Application & Analysis

Applying game theory and the Inspiration Economy theory to the pro-Palestine Boycott, Divestment, and Sanctions (BDS) movement and the broader struggle for Palestinian rights requires a strategic shift from a purely punitive model to a transformative, inspirational one.

4.1 Current Game-Theoretic View of the Conflict (The "Old Game")

The current dynamic often resembles a series of negative-sum or zero-sum games. If we assume the 'Prisoner's Dilemma of Violence', both sides often feel compelled to choose "defect" (violence, retaliation) because they believe the other side will, leading to a worse outcome for both (the Nash Equilibrium of ongoing conflict). In the 'Zero-Sum Framing', the war on Gaza is seen as a conflict that is often framed as a win-lose over land and resources: "For us to win, they must lose."

The game is not between equals. It is based on the asymmetric power where one player (Israel) has overwhelming military, economic, and diplomatic power. The other (Palestinians) relies on international civil society, asymmetric tactics, and moral persuasion. Within this "game," BDS is a strategic move. It aims to alter the payoff matrix for Israel by making the cost of occupation and apartheid higher, financially and in terms of international reputation.

4.2 Applying the Inspiration Economy: Shifting to a "New Game"

The goal is to transcend the old, destructive game by making the BDS movement and Palestinian solidarity not just a protest, but a powerful, positive, and inspirational force that creates new winners and new value. This happens by reframing the "Win" Condition from punishment to co-creation. Thus, the old frame says that "we will punish Israel until it changes" while the new, inspirational frame says that "we are building a global movement for a future where everyone in the world—including Palestinians—can live with freedom, justice, and equality. Join us in creating this better future."

To apply this in reality we should consistently articulate this positive vision. Instead of only showing the devastation in Gaza, also showcase the vision: what a free Palestine could look like—a hub of culture, innovation, and education. Connect the Palestinian struggle to universal human aspirations: the desire for safety, dignity, a home, and a future for one's children.

4.3 Expand the "Player" Base and Their Incentives

As a theory, IE thrives on engaging diverse actors by appealing to their specific values and interests. Thus, the consumers should not be asked to avoid a product, instead, they should be inspired to be part of a global ethical shift. IE would work to frame boycotts as a positive choice for "ethical consumerism." This means more apps and lists could be created to make it easy and rewarding for the empathisers with the Palestinian cause, and where generic tags as hashtags that represent all humanity. For example, for students and academics, try to appeal to their values of truth, justice, and academic freedom.

IE should push for divestment not just as a financial act, but as an educational one. Host "teach-ins," film screenings, and cultural events that inspire learning and solidarity. Frame it as the university aligning its investments with its stated ethical principles. Artists and celebrities can also appeal to their role as cultural leaders and storytellers. To generate their inspiration currency they should be encouraged to use their platforms to tell a story of resilience and hope, not just tragedy. Their participation inspires their massive fan bases. Buheji (2019)

In Business, the IE can help to shift the incentive from risk (reputation damage) to opportunity (brand enhancement). Therefore, such businesses should pull out of illegal settlements. Frame them as leaders in "human rights-compliant business." This creates a new, positive peer group that others will want to join.

4.4 Create a "Win-Win-Win" Network Effect

The most powerful movements make participants feel they are gaining something by joining. The ultimate goal —freedom, justice, self-determination, which create win for Palestinians. To create a win for supporters, a sense of purpose, community, and moral alignment need to be built and maintained. The movement provides a clear, tangible way to act on one's values in a world that often feels overwhelming.

To create a win for the world, the movement becomes a beacon for the enforcement of international law and human rights, setting a precedent that protects all oppressed people. This requires building a community around the movement through creating local chapters, social media groups, and events where people can connect. This turns abstract solidarity into meaningful relationships. Also, victories need to be celebrated, no matter how small they are. When a student union votes for divestment or a city council passes a resolution, this should be treated as a collective win that strengthens the entire network.

4.5 Leverage Narrative and Storytelling as Strategic Assets

In IE, and in relevance to the BDS and sustained boycott, the most powerful currency for this is a compelling story. Humanise, don't just politicise the narrative. Share stories of Palestinian doctors, poets, farmers, and tech entrepreneurs. This counters dehumanisation and builds emotional connection. Connect the boycott movement to universal stories where the struggle can be framed as part of the larger human story against apartheid, similar to what happened in South Africa. It is also part of the collective movement against colonialism and the fight for civil rights. This places supporters on the "right side of history," an incredibly powerful, inspirational driver.

4.6 Tiered and Targeted Boycotts

The psychology of the boycott should continue with sharp focus on the Tier 1 companies and institutes, i.e. those that are proven with complicit of being directly involved in the occupation, settlement expansion, and weapons supply. This would make the boycott psychology most defensible and impactful. Then, high-profile, consumer-facing brands that are symbolic of the Israeli state should be targeted, Kam and Deichert (2020). These Tier 2 are easier for the public to understand and act on, creating a sense of broad participation. Both Game Theory and IE thinking can play a role in emphasising Tiers 1 and 2.

Then comes the "Divest" demand as the stick. The IE adds the carrot: "Reinvest." Campaigns should not only demand that universities divest from companies complicit in the occupation but also to reinvest in Palestinian universities, startups, and civil society organisations. This builds a tangible bridge to the positive future you are promoting.

Centre Pro-Palestinian voices to be the inspiring force. These can be represented by the analysts, artists, and activists. These voices should position the narrative that helps the Palestinians to architect their own liberation and not only seen merely as victims.

Both the Game and IE Theories encourage the boycott and BDS movement, partnering strongly with climate justice groups, linking occupation to environmental degradation, and racial justice movements. Linking the war on Gaza and the occupation of Palestine to systemic oppression, and workers' rights groups would demonstrate that the cause is part of a broader, inspirational struggle for a more just world.

By applying the principles of the Inspiration Economy, the movement for Gaza and Palestine can evolve from a necessary reaction to an oppressive status quo into a proactive, visionary force. The strategy is to use the targeted, game-theoretic pressure of BDS to make the cost of the old game unsustainable, while simultaneously using the inspirational vision of freedom, justice, and equality to make the new game irresistible. This dual approach not only weakens the structures of oppression but also powerfully attracts the global support needed to build a viable and just peace.

5.0 Discussion and Conclusion

5.1 The Paper Argument

The Boycott and generally the BDS movement need to overcome a powerful adversary in an asymmetrical conflict. This has been so far mostly approached by the classical Game Theory mindset, that is to impose costs to alter the opponent's incentives. Yet, this approach often remains trapped within a punitive, zero-sum framework. This paper proposes that a more profound strategic shift is possible by integrating the principles of the Inspiration Economy (IE) theory, hence shifting from Game Theory "traps" that is modelling it as a series of Prisoner's Dilemmas and asymmetric games, to provide a pathway to a truly transformative outcome.

The work of Gaza Resilience Lab collectively portrays the modern Pro-Palestine boycott movement as a sophisticated, multi-disciplinary force. It is characterised by its network, digital-native coordination, its psychologically empowering academic and practitioners' model, and its strategic expansion into cultural and academic domains. Their research

concludes that this evolved form of consumer activism has successfully moved from the fringes to the mainstream, becoming a sustained and powerful mechanism for applying global economic and moral pressure, while simultaneously fostering Palestinian resilience and agency.

Based on the above, this paper argues that the synthesis of Classical Game Theory and the Inspiration Economy (IE) provides a powerful analytical framework for understanding the Israeli-Palestinian conflict, particularly the Boycott, besides the official Boycott, Divestment, and Sanctions (BDS) movement, and for formulating a transformative strategic path forward. Game Theory offers a precise diagnosis of the prevailing strategic dilemma, framing the status quo as a zero- or negative-sum game where short-term, individual rationality—the logic of occupation on one side and resistance on the other—leads to a stable, yet tragic, Nash Equilibrium of perpetual conflict and suffering. Within this framework, BDS emerges as a rational attempt to alter this equilibrium by increasing the costs of occupation and apartheid.

5.2 The Implication of this Paper

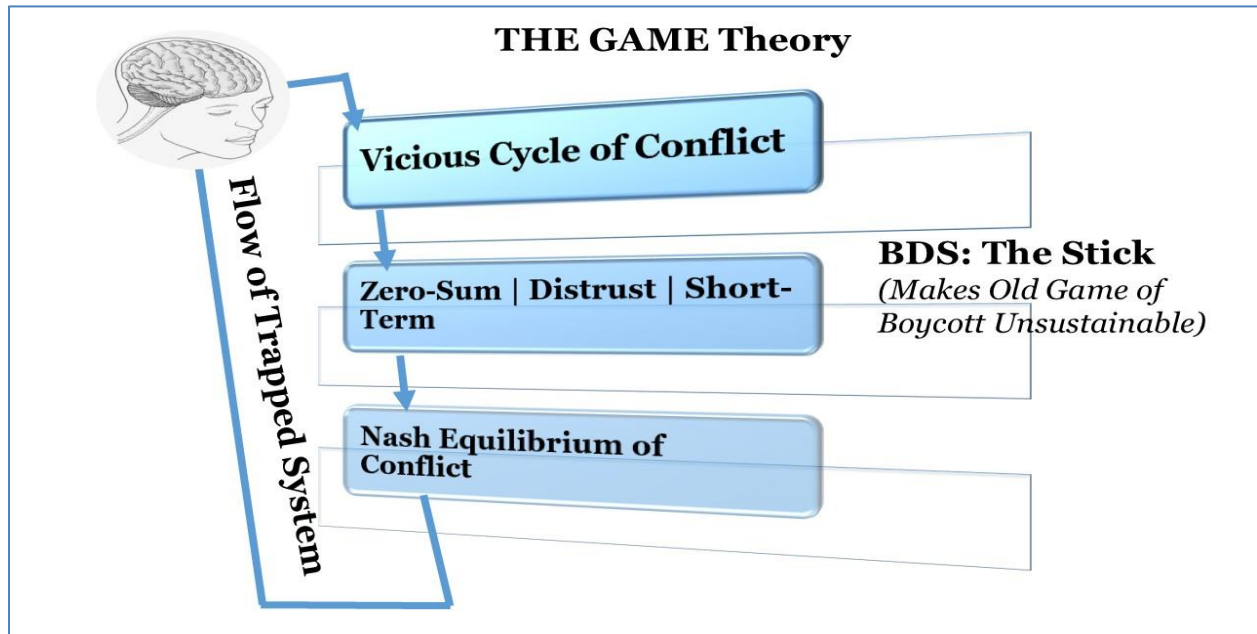
The methodology of the paper does not seek quantitative testing but rather aims to produce a robust, persuasive, and actionable conceptual model. Moving from theory to application to strategy, it provides a systematic blueprint for understanding and transforming the dynamics of the Palestinian struggle through a novel theoretical synthesis. Thus, the fundamental tension and potential synergy between the two models of IE and Game Theory are explored. By applying both frameworks to the Boycott, and the (BDS) movement for Palestinian rights, the Game Theory explains more the current, often zero-sum conflict dynamics, the Inspiration Economy offers a transformative strategy to shift the paradigm, turning a punitive struggle into a proactive, co-creative force for a just future.

The IE theory, with its focus on creating win-win-win dynamics, expands the player-base and leverages the narrative as currency to provide that pathway. By analysing the boycott and BDS movement through this dual lens, we articulate a methodology for evolving the struggle from a necessary reaction to oppression into an irresistible, co-creative force for freedom, justice, and equality.

5.3 The Final Proposed Framework

The primary contribution of this research, however, lies in moving beyond diagnosis to prescription. The Inspiration Economy does not negate the logic of Game Theory but transcends it by acting as a "meta-game" that rewrites the rules of the game itself. It fundamentally alters the strategic landscape by expanding the concept of payoffs; it introduces powerful, intangible currencies such as purpose, moral standing, legacy, and trust within a global community. This makes cooperation and ethical commitment a newly "rational" choice as shown in Figure (1).

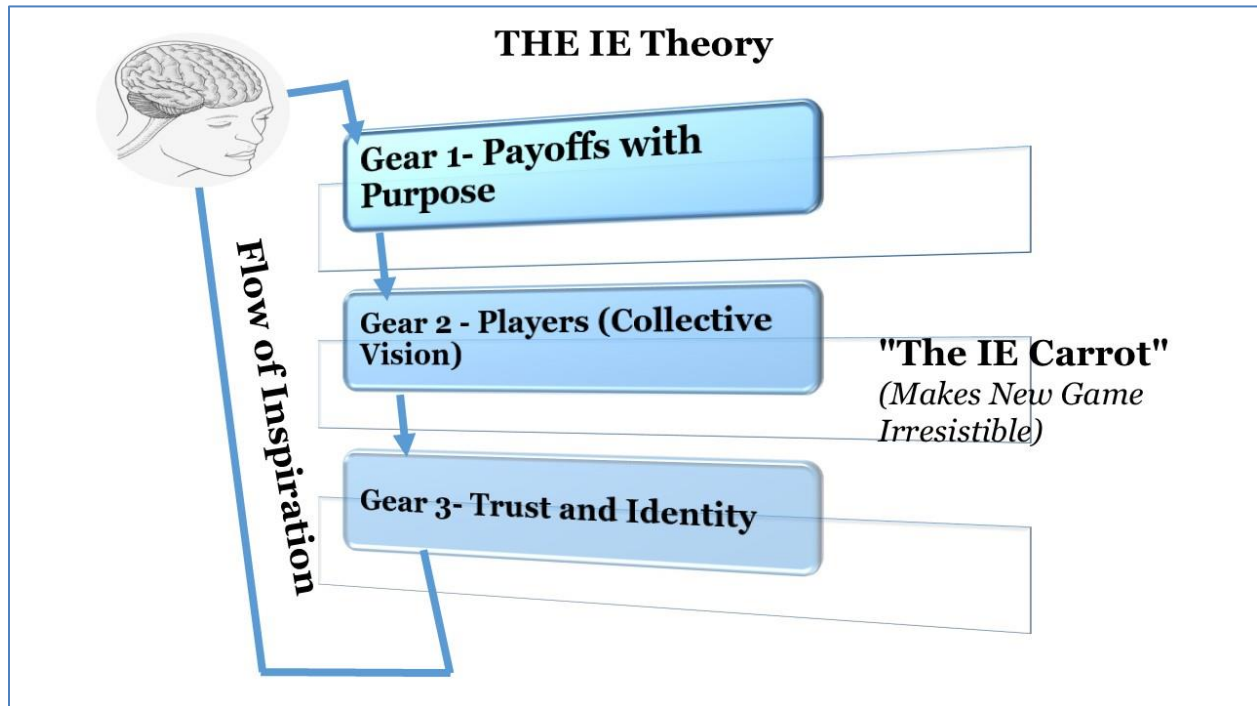
Figure (1) illustrates the Strategic Landscape of the Outcome of the application of Game Theory (The Stick) on the Pro-Palestine Boycotts and BDS Movements



Then, IE positivizes the movement through transforming the struggle from a reaction to oppression into a proactive force that offers an inspiring vision of the future. Instead of being a movement defined solely by what it is against, it becomes one known for what it is for, i.e. a future of freedom, justice, and dignity for Palestinians, which offers supporters worldwide a sense of purpose and belonging to a righteous cause. By fostering a collective identity around the Palestinian cause, it makes individual success—whether for an activist, consumer, or artist—contingent on the achievement of collective success.

The most effective strategy, as this framework demonstrates, is not a choice between the stick of Game Theory and the carrot of the Inspiration Economy, but a dual-pronged approach that wields both. Targeted, game-theoretic pressure through BDS is essential to make the "old game" of occupation financially and reputationally unsustainable. Concurrently, an inspirational, IE-driven vision is necessary to make the "new game" of justice and equality irresistible. It is this combination that holds the potential to finally break the conflict's destructive Nash Equilibrium, as illustrated in Figure (2).

Figure (2) Illustrates the Strategic Landscape of the Outcome of Application of the Inspiration Economy Theory (The Carrot) on the Pro-Palestine Boycotts and BDS Movements



In order to build a core argument, following the theoretical framework, Figure (3) then summarises how the IE theory (the Carrot) acts as a transformative "engine" that uses the Boycott movement to shift the Palestinian struggle from a destructive "Old Game" to a constructive "New Game."

Figure (3) shows first in the upper left side, THE GAME Theory and the vicious cycle of conflict and need for boycott and the BDS movement. It's a win-lose dynamic, an old game that is characterised by a lack of trust and incentives that favour short-term, self-interested actions. This leads to a 'Nash Equilibrium of the Conflict' where no party can unilaterally improve their position, leading to a perpetual state of conflict, as seen in the repeated Prisoner's Dilemma.

Figure (3) also shows in the lower left side, the central engine, THE IE Theory (The Solution). This is the crucial transformative mechanism. The IE theory is depicted as a gear system with three interconnected components that work together to change the rules of the game. Gear 1- Payoffs with purpose, which is the first mechanism of change. IE redefines "payoffs" or rewards to include non-material, inspirational currencies like purpose, moral standing, and legacy, rather than just short-term financial or political gains.

In Gear 2- Players (Collective Vision) this mechanism expands and unites the "player" base. It fosters a collective identity and a shared vision of a just future, moving participants from isolated individuals to a unified global community. Then, in Gear 3- Trust and Identity reinforces the others by building trust within the movement and strengthening the identity of participants as part of a moral struggle, aligning individual success with collective success.

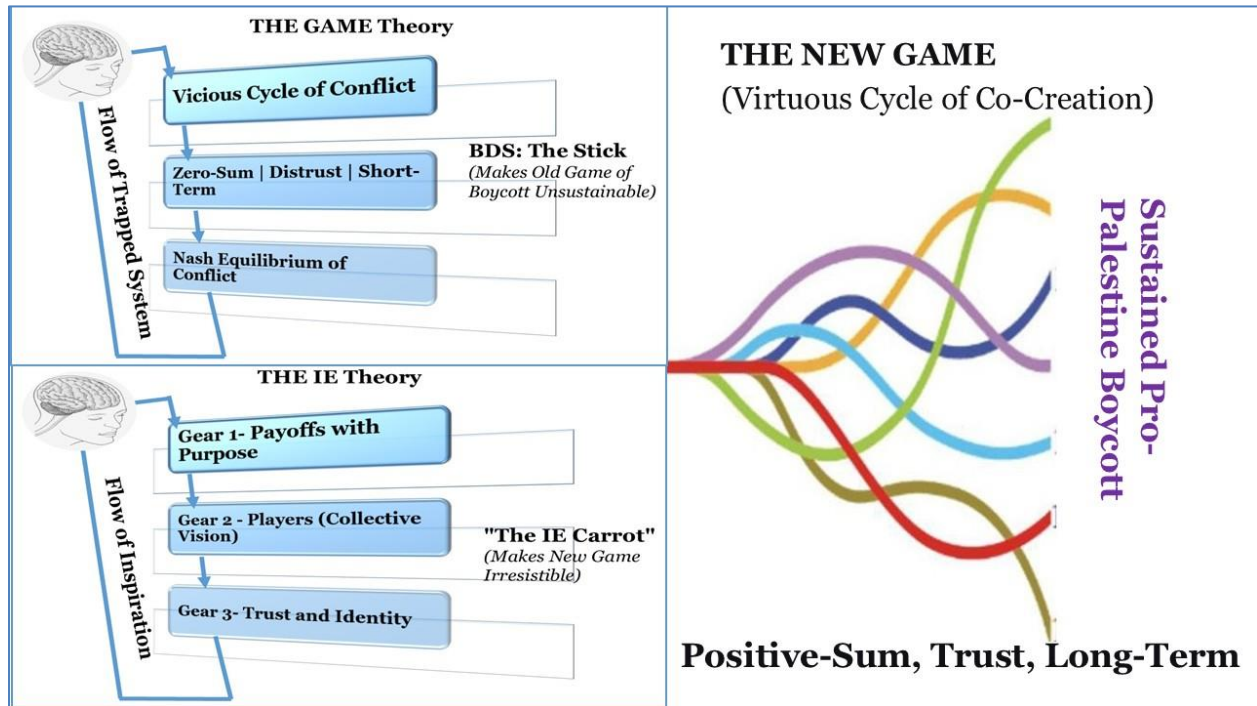
Figure (3) concludes in showing the Connectors or the Strategy in Action in the right side of the figure where the Boycott or the BDS movements (the Stick) create the transformation (From Old Game to IE Engine). This arrow represents the targeted, punitive pressure of the boycott movement. Its role is to "Make the Old Game of Boycott Unsustainable" by increasing the economic and reputational costs of the status quo for the opposing side. This is the necessary disruptive force that creates the opening for change. The arrow in the right side represents the positive, inspirational pull of the IE framework, i.e. "The IE Carrot" (From IE Engine to New Game). By offering a compelling vision and new rewards (purpose, community), it works to "Make the New Game Irresistible," attracting widespread global support.

Thus, the right side represents the NEW GAME (the Outcome). It is the virtuous cycle of co-creation. This is the desired future state, enabled by the IE engine. Unlike the vicious cycle, this is a self-reinforcing loop of positive outcomes, which are represented by the keywords of (Positive-Sum, Trust, Long-Term). They describe the nature of this new game. It's a win-win-win dynamic, built on trust and focused on achieving long-term, sustainable goals like justice and peace.

In summary, Figure (3) illustrates the paper's central thesis. It argues that the boycott and general BDS movements that are leading to deeper boycotts, divestments, and sanctions ("The Stick") are necessary to disrupt the destructive, zero-sum "Old Game" of Israeli-created war on Gaza. However, for lasting change, this pressure must be channelled through the transformative engine of the IE Theory. This engine, with its gears of purpose, collective vision, and trust, rewrites the rules of engagement. It transforms the movement from a purely (punitive effort) into a positive, co-creative force, ultimately making the "New Game" of freedom and justice, an irresistible and achievable outcome for all.

Finally, the theoretical framework proposed here extends beyond the Palestinian context. It offers a model applicable to a wide range of social justice movements and asymmetric conflicts worldwide. It suggests that the future of effective activism lies in the ability to accurately diagnose the traps of existing systems and the courage to reinvent them by offering inspiring visions that create shared value and shared purpose for all. In a complex, interconnected world, this research confirms that the most "rational" strategy is often to build systems where collaboration and inspiration are the most rewarding moves which is shown to be a necessity for Pro-Palestine and world freedom movements.

Figure (3) Illustrates the Final Proposed Framework of the Co-Creation for the Strategic Landscape of the New Game of the Sustained, Positive-Sum, Trust for Pro-Palestine Boycotts and BDS Movements.



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