The Business of Violence: Selling God
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Abstract

While it is no secret that external funding is a substantial source of revenue for rebel groups, what attracts these financiers has not yet been answered. By using the Minorities at Risk Organizational Behavior (MAROB) data set I analyzed the different factors that attract financiers to rebel groups. The results show that violence is the strongest contributing factor that encourages external funding, followed by strong leadership within the organization. While I hypothesized that both violence and adherence to religion would both be key factors, it seems rebel groups to transform their ideology to incorporate religious adherence in order to appeal to a transnational audience of potential donors. While many groups may claim religious adherence, it is the credible threat to violence that truly sells.