Abstract

This research investigates the influence of currency fluctuations on international trade, employing a comparative mixed-methods approach to analyze the effects across different economies and trade sectors. Currency volatility can significantly impact the pricing of goods, profit margins, and trade balances, yet its effects on international trade flows are often debated. This study aims to provide a clearer understanding of how currency fluctuations influence trade patterns and strategies, with a focus on both developed and emerging markets.

The quantitative phase of the study uses econometric models to analyze historical data on currency exchange rates, trade volumes, and economic indicators across various countries and industries. By examining fluctuations in exchange rates and their correlation with trade outcomes, the study identifies patterns of trade adjustment in response to currency movements. A comparative analysis is conducted to assess the differential impact of currency volatility in diverse economic contexts, highlighting how exchange rate risks affect trading behavior and competitiveness.

In the qualitative phase, the research includes interviews with international trade experts, economists, and business leaders to gain insights into the strategic adaptations companies and governments make in response to currency fluctuations. This qualitative component provides a deeper understanding of how currency volatility shapes pricing strategies, export decisions, and long-term trade planning. By integrating both quantitative and qualitative methods, this study offers a comprehensive assessment of the impact of currency fluctuations on international trade.