

Abstract

This research explores the role of environmental standards in shaping sustainability practices within global business and international trade. By using a mixed-methods approach, the study combines qualitative interviews with industry experts and quantitative analysis of trade data to understand the impact of environmental regulations on multinational corporations (MNCs). The aim is to assess how global environmental standards influence business operations, competitiveness, and trade flows, and to identify challenges and opportunities for businesses seeking to align with sustainability objectives in international markets.

The findings highlight that environmental standards are increasingly central to the global trade landscape, influencing both the strategic decisions of firms and the regulatory environment in various countries. MNCs that proactively adopt sustainable practices and comply with stringent environmental regulations tend to enhance their reputation and market access, particularly in environmentally conscious markets. However, the research also identifies significant challenges, such as the complexity of navigating varying environmental standards across regions and the costs associated with compliance, which can be especially burdensome for smaller firms.

In conclusion, this study emphasizes the growing importance of environmental sustainability in global business. The research provides valuable insights for companies looking to integrate sustainability into their international strategies, offering practical recommendations for overcoming the challenges of adhering to environmental standards while maintaining competitive advantage in the global market.