

Abstract

This research examines the impact of economic sanctions on international business decisions, focusing on how businesses navigate and adapt to the challenges posed by these measures. As economic sanctions have become a common tool in international diplomacy, their effect on trade relations, investment strategies, and corporate decision-making has intensified. This study explores the complexities of how businesses in both sanctioned and sanctioning countries respond to such geopolitical constraints, highlighting the role of sanctions in shaping strategic choices across industries.

A mixed-methods approach is utilized to capture both the qualitative and quantitative aspects of the issue. The qualitative component includes interviews with executives, policymakers, and trade experts to understand the strategic responses of businesses to sanctions, with a particular focus on risk management, market entry decisions, and supply chain adjustments. The quantitative aspect involves the analysis of financial and market data to assess the economic impact of sanctions on firms operating in affected regions, using econometric models to quantify shifts in profitability, stock performance, and trade volumes.

The findings aim to provide a comprehensive understanding of how economic sanctions influence international business strategies. By examining the operational and financial implications of sanctions, this study offers valuable insights for businesses, policymakers, and international organizations seeking to navigate the complex landscape of global trade and economic diplomacy.