**Global Trade Dynamics: Exploring the Impact of International Agreements on Multinational Enterprises**

***Project Report submitted in partial fulfillment***

***for the award of the degree of***

**MASTER OF BUSINESS ADMINISTRATION**

***Submitted by***

**RATANDEEP**

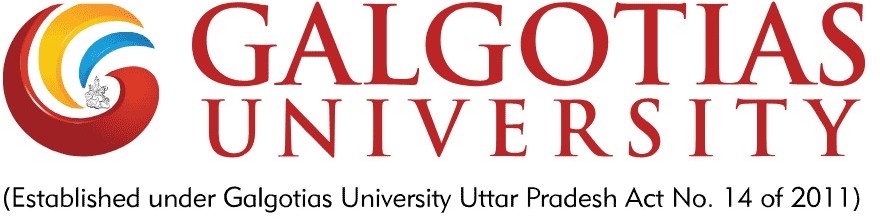
**(22GSOB2010117)**

**IN**

**NAVIGATING GLOBAL BUSINESS: ASSESSING THE IMPACT OF INTERNATIONAL AGREEMENTS**

**SCHOOL OF BUSINESS**

**Under the Supervision of**

**PROF. SUDHANSHU SINGH**

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**SCHOOL OF BUSINESS**

**BONAFIDE CERTIFICATE**

Certified that this project report **“NAVIGATING GLOBAL BUSINESS: ASSESSING THE IMPACT OF INTERNATIONAL AGREEMENTS”** is the bonafide work of “**RATANDEEP (22GSOB2010117)”** who carried out the project work under my supervision.

##### **SIGNATURE OF DEAN**

**SIGNATURE OF SUPERVISOR**

**Declaration**

I, RatanDeep 22GSOB2010117, student of School of Business, Galgotias University, Greater Noida, here by declare that the Master’s Thesis on **NAVIGATING GLOBAL BUSINESS: ASSESSING THE IMPACT OF INTERNATIONAL AGREEMENTS**

” is an original and

authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Name and Signature of the Student

RatanDeep

Date

Acknowledgement

The whole Research report was based “To study of NAVIGATING GLOBAL BUSINESS: ASSESSING THE IMPACT OF INTERNATIONAL AGREEMENTS” in the light of course of International Business, results from considerable intellectual and moral support given by our Honorable Mentor, Prof. (Dr.) Sudhanshu singh Professor, School of Business in Galgotias University. He has been our guide from whom We got the inspiration and guidance to learn & Communicate We strongly believe work like this one will surely help us to develop &make us better adapted as well as capable to cope with that issues in today’s world . Moreover, we would like to remember the almighty God for blessing us with.

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**Abstract**

This proposal investigates the interplay between global commerce operations and universal exchange assertions, titled "Navigating Global Business: Assessing the Impact of International Agreements." Focusing on how bilateral and territorial exchange claims influence multinational corporations (MNCs), it delves into their effects on supply chains, methodologies, and overall business strategies. By contributing nuanced insights into the relationship between exchange agreements and global trade, the study aims to aid scholars, policymakers, and corporate leaders in navigating the complexities of the evolving global economy. Employing a mixed-methods approach, it combines qualitative and quantitative tools, including comparative analysis across industries and regions. This research is crucial for understanding how universal exchange concepts shape international trade, offering valuable insights for companies and decision-makers navigating the global financial landscape.

**Introduction**

Global exchange understandings have a significant influence on the operations and processes of multinational corporations (MNCs) in an era of globalization and interconnection. These claims serve as the foundation for regulating cross-border trade and venture streams and encompass a variety of strategies, from bilateral exchange agreements to all-encompassing territorial financial alliances. Understanding the complicated relationship between global exchange rates and company strategies becomes increasingly important as multinational corporations (MNCs) delve further into the complexities of this global trade environment. This master's proposal is centered on a thorough analysis of the complex interaction between global exchange agreements and global commerce components. Our investigation seeks to explore the complex ways in which these perceptions influence MNCs' behaviors and modes of decision-making.

One of the central targets of our consider is to survey how universal exchange assertions impact the vital choices made by MNCs. These understandings frequently involve arrangements related to duty diminishment, advertise get to, and mental property rights, among others, which can altogether affect the competitive scene confronted by MNCs working completely different markets. By analysing the vital reactions of MNCs to these arrangements, we point to reveal designs and bits of knowledge that contribute to a more profound understanding of how exchange understandings shape corporate techniques within the worldwide field.

Moreover, our investigate digs into the suggestions of universal exchange assertions for MNCs' supply chain flow. In a progressively interconnected world, MNCs depend on complex worldwide supply chains to source materials, make items, and convey products and administrations to buyers around the world. Exchange understandings can apply a significant impact on the structure and setup of these supply chains by influencing the taken a toll and ease of conducting cross-border exchange, as well as the administrative environment administering worldwide commerce. By looking at how MNCs adjust their supply chain methodologies in reaction to changes in exchange assertions, we point to illustrate the components through which these understandings affect worldwide generation systems. Besides, our ponder investigates the part of worldwide exchange assertions in forming MNCs' choices with respect to showcase section and development.

Exchange assertions frequently encourage advertise get to by decreasing exchange boundaries and harmonizing administrative systems, subsequently making modern openings for MNCs to enter remote markets. Be that as it may, these assertions may also entail compliance costs and administrative complexities that posture challenges for MNCs looking for to extend their worldwide impression. By analysing the advertise section methodologies utilized by MNCs within the setting of distinctive exchange agreements, we look for to reveal the variables that impact their decision-making forms and the procedures they embrace to capitalize on rising openings whereas relieving dangers.

By shedding light on these basic measurements of the relationship between worldwide exchange assertions and MNCs, our investigate points to create valuable commitments to the existing body of information within the field of universal exchange. By giving experiences that are pertinent to business people, researchers, and policymakers alike, we look for to educate vital decision-making and cultivate a more profound understanding of the complex elements forming the worldwide trade scene. Through a thorough examination of the effect of universal exchange understandings on MNCs' procedures, supply chains, and showcase passage choices, we endeavour to progress grant in this imperative zone of request and give noteworthy experiences for partners exploring the challenges and openings of the worldwide economy.

**RESEARCH METHODOLOGY**

The research methodology's aim is to clarify the research activity. This includes the overall design, sampling procedure, data collection method and analysis procedure. **It is hard to express methods without using specialized vocabulary, thus this part is vital. This study was made based on primary data as well as Secondary data**. Data Collection Method Data collected can be classified into two types:

#### **Primary Data**

**Authentic information collected for specific reasons is regarded as primary data**. **This project made utilises primary data**. To obtain the primary data, a well-structured questionnaire was prepared to get the response.

#### **Secondary Data**

Secondary data can be defined as the information already existing in some where having been collected for some other reason. In this study the secondary data is derived from various books, journals, research papers, articles and the internet.

Tools for Data Collection In order to collect the primary data, the following methods are used:

1. Questionnaire
2. Telephonic interview
3. Field work

In order to collect the secondary data, the following methods are used:

1. Books
2. Journals
3. Business magazines
4. Websites (internet)

We will be using both the primary and secondary data for this research. As for primary data, questionnaires would help and even the field work, whereas for secondary data we will be using the online portals and reviews of the company to know their sales growth through promotions.

Data Analysis Procedure The data shown in the report consist of both primary and secondary data. The primary data consist of the responses from various respondents which are derived through the use of questionnaires. The secondary data is derived from various journals, magazines and research papers. Primary data is uploaded on MS EXCEL & Google Forms to formulate it properly and so that proper graphs and charts could be presented and decrease the paper work in the report

**Data Analysis and Interpretation**

The information utilized here is to understand how international ageing affects enterprises. The primary method used to collect this data is through online surveys with questionnaires. Additionally, 60 participants from various age groups and professions provided the data.  
Some of the questions I've asked with the following goals in mind are provided below: -

* In what way do you think international trade agreements affect the markets that your company chooses to expand into?
* Has the implementation of international trade agreements directly affected any operational adjustments at your company?
* Has international trade agreements directly caused your company to make any adjustments to its operations?
* Has your organization changed its supply chain as a result of new laws or regulations?
* How often does your business modify its plans in reaction to shifts in the circumstances around foreign trade?
* Has your business changed its strategy in response to changing trade conditions?

The conclusion I obtained after conducting this survey will be stated further. So, the questions asked of the respondents are listed below, and the pie chart shows the results of their answers. Aside from that, an explanation is provided following the questions, which will inform you of the outcomes of the questions asked and what we may interpret using the pie

**FINDINGS**

Here are some findings which came out from the survey:

* Many businesses have not changed their operations as a direct result of international trade agreements, which suggests that they are not adapting or being responsive to the changing nature of international trade regulations.
* Trade agreements have caused some businesses to make minor or moderate operational adjustments, but a smaller percentage have undertaken major changes, indicating differing levels of capability and flexibility.
* Businesses display a variety of viewpoints regarding the impact of international trade agreements on their decisions to expand into new markets, ranging from having no influence to having a significant impact. This shows the varied effects and varying degrees of significance across various industries.
* The study indicates a possible gap between the degree to which businesses recognize the value of understanding trade agreements for strategic planning and the degree to which they are actually equipped to deal with unforeseen modifications to these agreements.
* A significant proportion of businesses remain insufficiently ready for unforeseen trade agreement changes, despite some being well or extremely prepared. This highlights the necessity for enhanced backup plans and flexibility strategies.

**LIMITATIONS**

Similar to how every coin has two sides, the topic in question also has positive and negative aspects. While advantages are usually sought after, restrictions ought to receive more attention. Therefore, there are drawbacks to the topic I have chosen, NAVIGATING GLOBAL BUSINESS: ASSESSING THE IMPACT OF INTERNATIONAL AGREEMENTS. They are as follows:

* Report is been prepared within the limited given time period.
* Only 60 people are been surveyed during the preparation of project.
* For this report convenient sampling is taken into consideration. Due to the smaller Number the data collected isn’t enough and may led to improper results.

Respondents are not willing to provide personal information. Thus, the collection for the data for the Survey was a major challenge.

**CONCLUSION**

This study offers a thorough analysis of how businesses view and react to the complexities and dynamics of trade agreements in the dynamic world of international trade. The results emphasize businesses' strengths and areas for development by revealing a range of viewpoints, competence levels, and strategic approaches.

While some businesses have shown initiative by implementing operational modifications and carefully taking trade agreements into account when making decisions about expanding into new markets, a sizable portion continue to act with a lack of responsiveness and flexibility. It is possible to run the danger of vulnerabilities and competitive disadvantages if trade agreements are not properly planned for and acknowledged as important components of strategic planning.

The report emphasizes how important it is for businesses, especially those doing business internationally, to raise awareness, educate themselves, and share expertise. Businesses can better align their operational strategies, backup plans, and decision-making processes to handle regulatory shifts and seize new opportunities by promoting a deeper understanding of the complex web of trade policies, regulations, and their implications. The results also highlight the significance of creating resilient, adaptable, and agile organizational structures that can promptly adjust to sudden modifications in trade agreements. Businesses that place a high priority on preparedness measures—strong risk management frameworks, scenario planning, ongoing trade dynamics monitoring, and cultivating an adaptable culture—are probably going to have a major competitive advantage when it comes to averting possible disruptions, reducing losses, and preserving business continuity.

The report also emphasizes the necessity of cooperation and knowledge exchange between trade specialists, legislators, and industry participants. Companies can obtain important insights, best practices, and strategies to more skilfully manage the intricacies of the global trade scene by encouraging open talks and utilizing collective experience. Companies must actively seek to improve their responsiveness, agility, and strategy alignment as the globe grows more interconnected and acknowledge the critical importance of international trade agreements. In the dynamic and constantly evolving context of global trade, firms should position themselves for long-term success and sustainable growth by adopting a proactive and flexible mentality, building organizational resilience, and encouraging collaborative efforts.

**Recommendation**

Key recommendation based on the study’s findings:

* Across all organizational levels, implement thorough education programs to increase knowledge and comprehension of international trade agreements. Assign specialized teams or units to the ongoing collection, evaluation, and distribution of data related to modifications in the international commerce environment.
* Boost contingency planning and risk management frameworks to efficiently identify, evaluate, and reduce risks associated with trade agreement modifications. Utilize innovative technology, data analytics, and predictive modeling to assist proactive strategic planning and well-informed decision-making in response to changing trade regulations.
* Gain in-depth information and specific skills about international trade agreements by working with academic institutions, engaging experts, or creating specialized training programs. To share best practices and insights, promote industry-wide cooperation, knowledge exchange and open conversations with decision-makers, industry associations, and trade specialists.
* Enhance contingency planning and risk management frameworks to efficiently identify, evaluate, and reduce risks associated with trade agreement modifications.
* In order to support efficient long-term planning and strategy creation, actively push for increased transparency, predictability, and stability in international trade policy.

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