

SPAIN ON THE GLOBAL STAGE: GEOPOLITICAL CHALLENGES AND INTERNATIONAL RELATIONS

Introduction

Spain is a member of the European Union and NATO and has a geographical location in Southern Europe, borders the Mediterranean Sea and the Atlantic Ocean. It also has good geopolitical relevance since it is close to North Africa and Latin America. Investigation of the international relations of Spain is important to deal with modern tensions in the world and the dynamics of security in the regions.

Catalan Referendum: 90% Back Independence

Selected data about the 2017 Catalan independence referendum



Figure 1: Catalan Referendum: 90% back Independence
(Source: https://www.statista.com/chart/11323/catalan-referendum_90-back-independence/)

A. Territorial Disputes

The Spanish enclaves of Ceuta and Melilla in North Africa are a source of periodic tensions with Morocco, over colonial history and the difference of perceptions over territorial integrity (Gonzalez del Valle Brena and Xidias Sheaff, 2024).

The fact that Spain asserts its sovereign rights to Gibraltar is a major aspect of the relationship between it and the UK, especially after Brexit. The area indicates complicated border relations, dictated by everyday movement within the borders and local identities (Bono and Stoffelen, 2022).

B. Migration and Border Security

Spain is under pressure from constant migration through the Mediterranean and the Atlantic passage. Being geographically close to Africa and working as one of the EU's southern borders, it is at the centre of the migration management strategy in Europe. This circumstance tests the EU's solidarity and raises the question concerning the inconsistencies of border policies (Gonzalez del Valle Brena and Xidias Sheaff, 2024).

C. Catalonia Independence Movement (International Impacts)

The trend of Catalan separatism has questioned the diplomacy of the continent. The neutral attitude of the EU is an indicator of the unwillingness to promote secessionist tendencies, which makes both Spain's internal unity and its international image (Gonzalez del Valle Brena and Xidias Sheaff, 2024).

Global Strategic Role and Alliances

Spain is a prominent member of NATO, and a key of transatlantic security missions, especially in the Mediterranean. It focuses on UN peacekeeping and development programs (especially in Latin America and North Africa), which written in this way, indicate its humanitarian and security involvement around the globe (Badarin, 2025). Spain is an EU member country and participates actively in foreign missions and battles with disinformation to preserve democratic principles (Navarro et al., 2025). Furthermore, Spain participates in international climate negotiations, which are in line with other EU sustainability policies. Its geopolitical behaviour is the result of geo-economic interests as well as the necessity to maintain a ratio between internal diversity and external influences (Massoc, 2022; Rzepnikowska, 2023; Trubowitz and Watanabe, 2021).

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C. Catalonia Independence Movement (International Impacts)

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Figure 2: Map of Spain

(Source: https://www.nationsonline.org/maps/Spain_map.jpg)

Conclusion and Future Outlook

Spain sits in a strategically important place with its relations with Europe, Africa, and Latin America. Moving forward, issues like migration as a result of climate change, energy insecurity and EU-UK relations after Brexit require new forms of readiness and responsive diplomacy. In order to stay in check and further the national strategy, regional cooperation will have to be strengthened.

References

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amazon CSR ACTIVITIES

RESEARCH FINDINGS, ANALYSIS AND CONCLUSION

Research Title:

EXAMINING REALISTIC CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY OF AMAZON

Student Number : 22030345

Module Title: Integrated Management Research Project

Module Code: 7BUS2043

Amazon's key CSR commitments

- 1 Meet Paris agreement 10 years early
- 2 Zero emission energy sources by 2030
- 3 \$700 million investment into 100k electric vehicles by 2024
- 4 In-house development of a carbon accounting system(CAS)
- 5 \$1 billion sustainable bond for the climate and social causes

RESEARCH AIM AND OBJECTIVES

Aim

- Assessment of the nature of the CSR strategies employed by Amazon and their practicality within a contemporary business environment which is concerned with sustainability have been focused in this research.

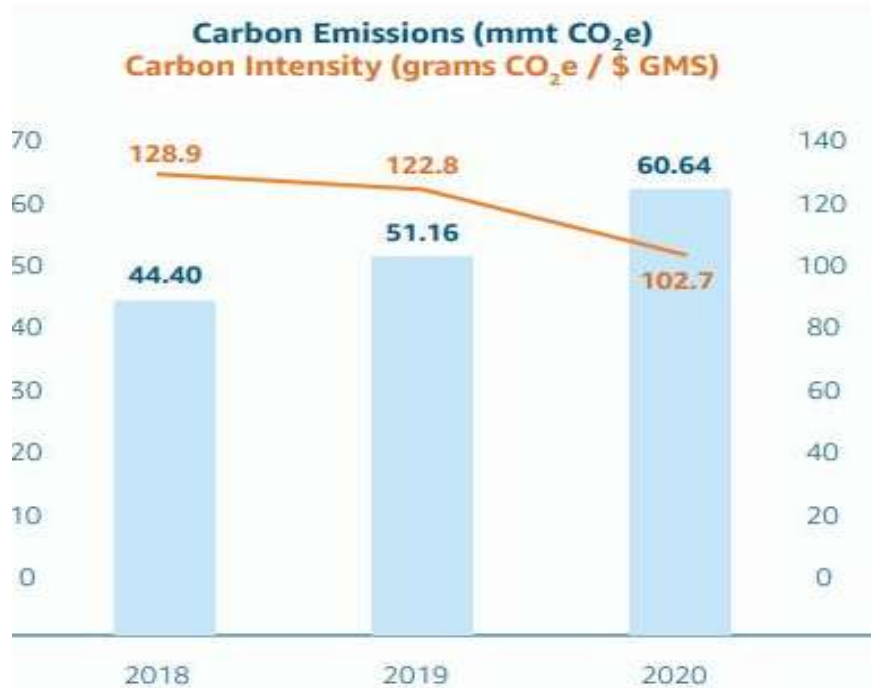
Objectives

- To understand the significance of CSR in MNEs for making profit-oriented businesses.
- To investigate whether Amazon's CSR activities and improvements are realistic or not.

RESEARCH BACKGROUND

- Amazon puts significant resources into its CSR directives.
- Amazon has achieved the reduced intensity of Carbon by about 7% and sourced 90% sustainable energy (About Amazon, 2022).
- Amazon has been responsible for making donations of about 82 million meals to people across the Europe and US (About Amazon, 2022).



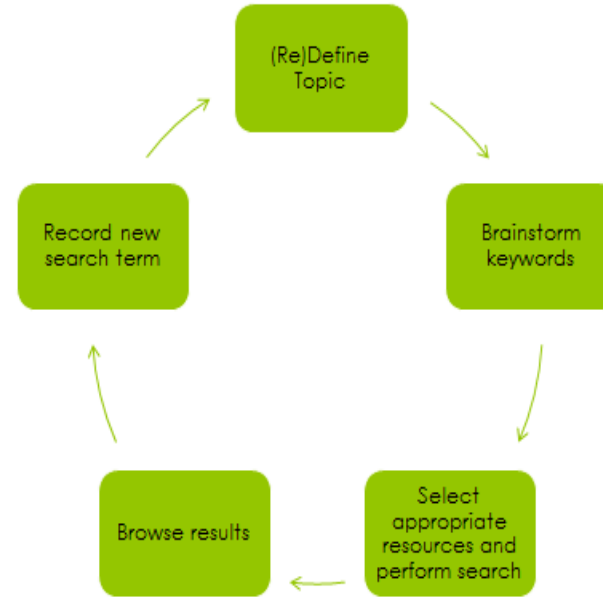


IDENTIFICATION OF KEY DATA SOURCES

- Initially, a total of 11 articles have been assessed in the proposal.
- Based on the suitability of the four research questions a total of 8 articles have been finalised *[Refer to Appendix]*.
- Information needed to address each question of the current study has been obtained from 2 different articles.

SELECTION PROCEDURE OF THE DATA SOURCES

- Articles published within the last six years have been only selected to ensure current information is considered.
- The search procedure for obtaining existing literature has been focused on CSR and Amazon's efforts towards it.
- Boolean operators which include words such as AND, OR as well as NOT have been used for improving the search procedure (University of Essex, 2023).



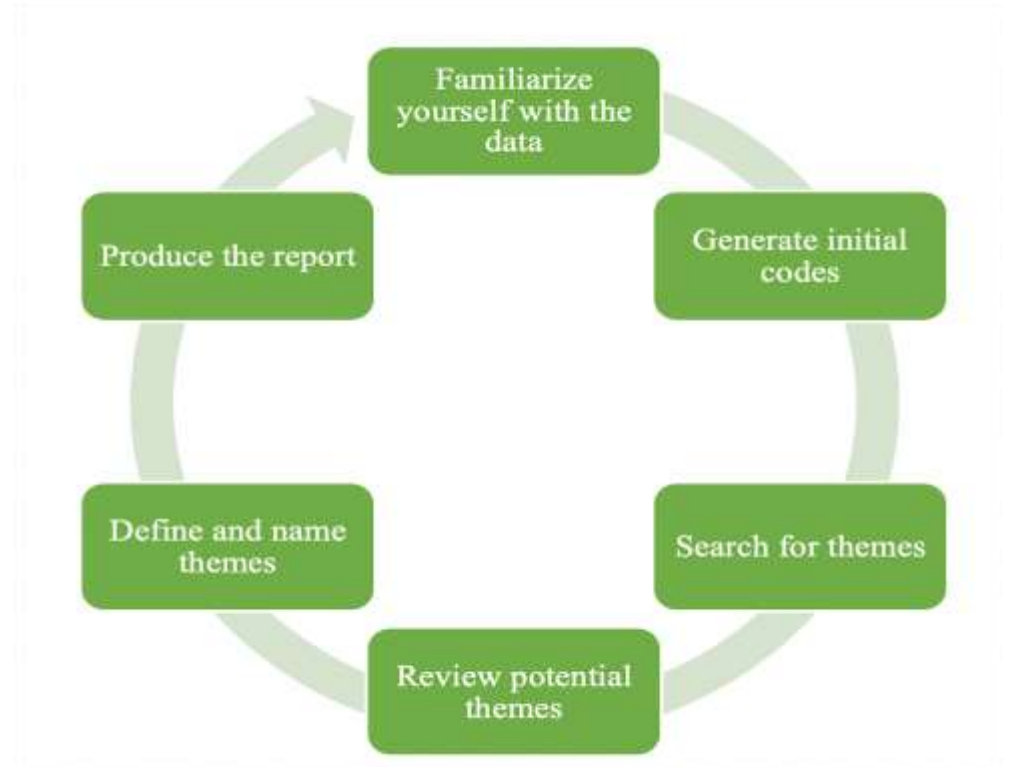
TYPE OF DATA USED IN THE RESEARCH



- Qualitative information relevant to the CSR strategies of Amazon has been included in the current study.
- Qualitative information is better for developing a good understanding of something which numerical data fails to achieve (Bhandari, 2022).
- Information about the current CSR activities of Amazon has been crucial in this research.

THEMATIC ANALYSIS PROCEDURE

- This research includes a thematic analysis process for meeting the objectives.
- Four different themes have been developed in the current study.
- Each of these themes is associated with the four research questions relevant to the research aim.



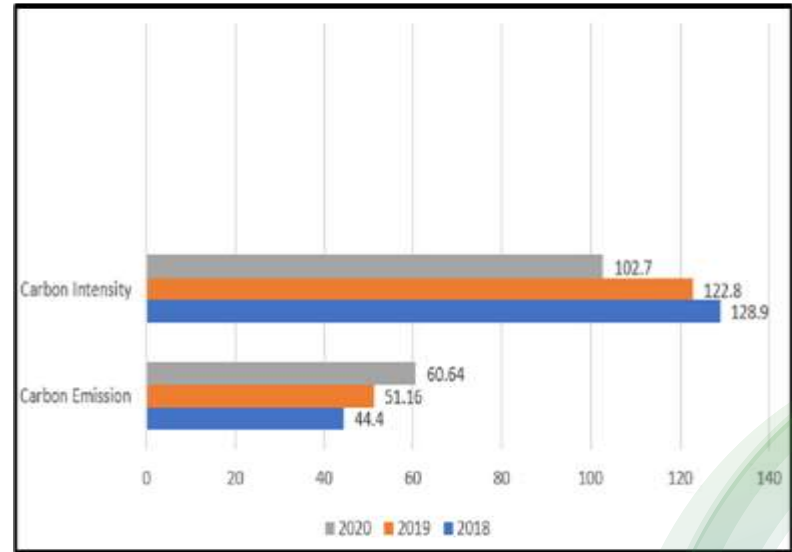
THEME 1: SIGNIFICANCE OF CSR IN MNES FOR MAKING PROFIT-ORIENTED BUSINESSES



- Positive impacts caused by CSR efforts of brands help in increasing brand value by about 175% through the development of a positive perspective among customers (Reckmann, 2023).
- The ability to attract new employees as well as to retain them can also be improved through CSR (Reckmann, 2023).
- Firms also become able to fulfil the requirements of their stakeholders through CSR strategies (Rashid, 2022).

THEME 2: INVESTIGATION WHETHER AMAZON'S CSR ACTIVITIES AND IMPROVEMENTS ARE REALISTIC OR NOT

- Amazon has been criticised for improper CSR strategies in the past (Yu *et al.* 2022).
- Amazon ranked 127 on a list of companies about the impact caused by their operations on the environment (Yu *et al.* 2022).
- Contrarily, efforts from Amazon can be witnessed in aspects such as the usage of renewable energy as well as packaging under their CSR (Singh and Misra, 2021).



THEME 3: CRITICAL ANALYSIS AND DISCUSSION ON THE CSR CHALLENGES FACED BY AMAZON OVER TIME



- Amazon has faced challenges in managing CSR strategies due to poor global economic conditions (Caraway, 2020).
- Poor transparency of the organisational operations has resulted in challenges for Amazon (Nauman, 2019).
- A lower level of confidence has been identified among the stakeholders of Amazon about its CSR effectiveness (Nauman, 2019).

CONCLUSION



Amazon's efforts to improve its CSR strategies have been noticed in the current study.



Contrarily, it is also identified that the issues in the CSR efforts of the company are required to be addressed.



Qualitative exploration has helped in properly understanding the issues underneath the topic of the current study.

RECOMMENDATIONS



Keeping updated about the CSR trends in the industries helps in making necessary changes in it (Hayes, 2023).



Amazon is required to develop awareness about the CSR challenges and opportunities in the global retail sector.



Collaborations are crucial for improving CSR strategies and their efficiency (Hayes, 2023).



REFLECTION

Gibbs Reflective Cycle



Description: My impression is that I have been able to perform research effectively

Feelings: I feel there are specific areas of Improvement such as the incorporation of primary data could have helped.

Evaluation: In my opinion a more detailed Gantt chart could have been more helpful.

Analysis: Based on the study, time constraints have been significant disruptors.

Conclusion: I need to focus on improving my time management skills.

Action Plan: To set small milestones to improve time management.

FUTURE SCOPE



The findings of the current study will help future researchers to understand the importance of CSR in MNEs.



The current study lays the path to explore the CSR initiatives of Amazon.



The limitations highlighted in the present study also are important for enhancing the outcomes of future researchers.

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APPENDIX- THEMATIC TABLE

Author	Article	Reference	Year	Theme
Reckman (2023)	What Is Corporate Social Responsibility?	Nadia Reckmann. 2023. 'What Is Corporate Social Responsibility?' Business News Daily. Available from: < https://www.businessnewsdaily.com/4679-corporate-social-responsibility.html > [Accessed on: 20th April 2024]	2023	<i>Significance of CSR in MNEs for making profit-oriented business</i>
Rashid (2022)	Corporate social responsibility (CSR): Evaluating/auditing corporate social responsibility (CSR) practices	Rashid, M.M., 2022. 'Corporate social responsibility (CSR): Evaluating/auditing corporate social responsibility (CSR) practices'. <i>Journal of Economic and Social Thought</i> , 8(4), pp.141-156.	2022	
Yu et al. (2022)	How Did Amazon Achieve CSR and Some Sustainable Development Goals (SDGs)—Climate Change, Circular Economy, Water Resources and	Yu, W., Hassan, A. and Adhikariparajuli, M., 2022. 'How Did Amazon Achieve CSR and Some Sustainable Development Goals (SDGs)—Climate Change, Circular Economy, Water Resources and Employee Rights during COVID-19?'. <i>Journal of Risk and Financial Management</i> , 15(8), p.364.	2022	<i>Investigation whether Amazon's CSR activities and improvements are realistic or not</i>

	Employee Rights during COVID-19?			
Singh and Misra (2021)	The evolving path of CSR: toward business and society relationship	Singh, K. and Misra, M., 2021. 'The evolving path of CSR: toward business and society relationship'. <i>Journal of Economic and Administrative Sciences</i> , 38(2), pp.304-332.	2021	
Caraway (2020)	Interrogating Amazon's sustainability innovation. Cultural Industries and the Environmental Crisis: New Approaches for Policy	Caraway, B., 2020. 'Interrogating Amazon's sustainability innovation. Cultural Industries and the Environmental Crisis: New Approaches for Policy', pp.65-78.	2020	<i>Critical analysis and discussion on the CSR challenges faced by Amazon over time</i>

Nauman (2019)	Amazon accused of lack of transparency on climate impact.	Billy Nauman. 2019. 'Amazon accused of lack of transparency on climate impact'. Financial Times. Available from: < https://www.ft.com/content/2695bd00-8fa2-11e9-aea1-2b1d33ac3271 > [Accessed on: 20th April 2024].	201 9	
Thacker (2023)	Amazon Commits to Invest \$26 Billion in India'	Thacker, H. 2023. 'Amazon Commits to Invest \$26 Billion in India'. Cross Barriers. Available from: < https://thecsrjournal.in/corporate-social-responsibility-csr-news-amazon-commits-to-invest-26-billion-in-india/ > [Accessed on: 20th April 2024].	202 3	<i>Actual reality of the CSR movements of Amazon in current times</i>
Eray (2021)	Addressing corporate social responsibility in corporations: a content analysis of Amazon's and Walmart's websites	Ertem-Eray, T., 2021. 'Addressing corporate social responsibility in corporations: a content analysis of Amazon's and Walmart's websites'. <i>Corporate Communications: An International Journal</i> , 26(3), pp.461-483.	202 1	



THANK YOU
