

Original Paper

Research on Corporate Environmental Responsibility Practices of Multinational Corporations in Developing Countries—The Case of U.S. Multinational Corporations

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Abstract

The practice of environmental responsibility of multinational corporations (MNCs) in developing countries is of great significance for sustainable development. This study aims to explore the practice path of MNCs in fulfilling their corporate environmental responsibility in developing countries, and to analyze the challenges they face and the achievements they have made. Through field research and case study analysis, a series of feasible suggestions are put forward to promote the practice of environmental responsibility of multinational corporations in developing countries by combining relevant theories and practical experiences.

Keywords

business English, multinational corporations, corporate environmental protection

1. Introductory

With the acceleration of globalization, multinational corporations (MNCs) play an increasingly important role in developing countries. In addition to creating economic value, these companies need to take environmental responsibility to protect the local environment and promote sustainable development. However, the practice of environmental responsibility of multinational corporations in developing countries faces many challenges and effective solutions need to be sought.

2. Importance of Corporate Environmental Responsibility of Multinational Corporations in Developing Countries

Corporate Environmental Responsibility (CER) of Transnational Corporations (TNCs) in developing countries is of paramount importance. With increasing globalization and the growing influence of

multinational corporations (MNCs) in developing countries, the environmental responsibility practices of these corporations have far-reaching impacts on local societies, economies and environments.

2.1 Corporate Environmental Responsibility (CER) of Multinational Corporations (MNCs) in Developing Countries Is Crucial for Environmental Protection

Developing countries usually face serious challenges such as environmental pollution, resource depletion and ecological damage, and the production activities of multinational corporations often have a negative impact on the local environment. If these companies do not take up their environmental responsibilities, they may exacerbate local environmental problems, affect the health and quality of life of the population and even lead to the collapse of the ecosystem. Therefore, TNCs have the responsibility to take positive measures to reduce carbon emissions, minimize waste discharge, protect biodiversity, etc., in order to promote environmentally sustainable development.

2.2 Corporate Environmental Responsibility of TNCs in Developing Countries is Also Crucial for Social Responsibility and Corporate Image

While these companies create local employment opportunities, provide training and skill development opportunities, they also need to assume social responsibility and give back to the local community. By actively participating in environmental protection programs and supporting social welfare activities, TNCs can build a good corporate image, win the trust and support of consumers, investors and governments, and lay the foundation for long-term corporate development in the market.

2.3 Corporate Environmental Responsibility of MNCs in Developing Countries Is also Important for Sustainable Development

Environmentally responsible practices can not only help companies reduce costs and improve efficiency, but also promote innovation and technological progress, creating a long-term competitive advantage for companies. At the same time, by supporting local environmental projects and cultivating local environmental awareness, MNCs can also promote the sustainable development of the local economy and realize the win-win situation of economic growth and environmental protection.

To summarize, the corporate environmental responsibility of MNCs in developing countries is of great importance. It is not only about environmental protection and social responsibility, but also about the long-term development and sustainability of enterprises. Only if multinational corporations recognize the importance of environmental responsibility, assume their social responsibility and actively promote environmental protection practices, can they realize the virtuous circle of economic development, social progress and environmental protection, and make positive contributions to global sustainable development.

3. Status of Corporate Environmental Protection by Multinational Corporations in Developing Countries

The environmental status of TNCs in developing countries is a topic of great concern because it involves important issues such as environmental protection, sustainable development and corporate

social responsibility in the context of globalization. The following is a detailed analysis of the current environmental status of MNCs in developing countries

3.1 Challenges and Problems

Environmental pollution. The production activities of many multinational corporations in developing countries lead to the emission of large quantities of wastewater, exhaust gas and solid waste, which aggravate the problem of local environmental pollution, affecting the health of the population and the ecological balance. **Resource Consumption.** Some multinational corporations in developing countries have over-consumed local resources, such as water and energy, exacerbating the problem of resource shortage and posing a threat to sustainable development. **Ecological damage.** The development projects of some multinational corporations directly lead to the destruction of local ecosystems and the loss of biodiversity, causing long-term irreversible impacts on the ecological environment. **Ineffective regulation.** In some developing countries, the environmental protection regulations are not perfect enough and the supervision is weak. Some multinational corporations may evade their environmental protection responsibilities and aggravate the environmental problems.

3.2 Positive Environmental Practices

Introduction of clean technology. Some multinational corporations have started to introduce clean production technology and environmental protection equipment to reduce emissions and waste generation and improve environmental quality. **Establishment of environmental management systems.** Some MNCs have established sound environmental management systems in their factories and offices in developing countries to ensure compliance with local environmental regulations and standards. **Community involvement programs.** Some MNCs cooperate with local communities to carry out environmental awareness education and environmental protection programs to enhance interaction and trust between the company and local residents, transparency and social responsibility. **Environmental report disclosure.** Some MNCs regularly publish environmental reports to publicize corporate environmental protection data and practices for social monitoring and evaluation. **Social responsibility programs.** Some MNCs actively support local environmental programs and social responsibility activities to give back to society and promote sustainable development in local communities. **Lead suppliers.** MNCs are beginning to require their suppliers to comply with environmental standards as well, promoting the sustainable development of the entire supply chain.

3.3 Future Development Trends

Sustainable development strategy. As global environmental awareness rises, MNCs will pay more attention to their environmental responsibilities in developing countries and formulate more comprehensive sustainable development strategies. **Technological innovation.** With the development of science and technology, multinational corporations will rely more on technological innovation to solve environmental problems and promote environmental practices to a higher level. **Social pressure.** Being concerned and pressurized by the public and stakeholders, MNCs will pay more attention to environmental responsibility and strengthen communication and cooperation with local communities.

The current situation of corporate environmental protection of MNCs in developing countries presents both challenges and opportunities. Although some companies have begun to adopt positive environmental practices, they still face problems of environmental pollution, resource consumption and ecological damage. In the future, MNCs need to pay more attention to environmental responsibility, actively promote sustainable development, and cooperate with local governments, communities and stakeholders to work together to protect the environment, promote economic development and improve social well-being.

4. Paths of Corporate Environmental Responsibility (CER) Practices of Multinational Corporations (MNCs) in Developing Countries

The practice path of corporate environmental responsibility of multinational corporations in developing countries is an important issue concerning sustainable development and environmental protection. In the context of globalization, these companies are assuming more and more important environmental responsibilities, and they need to take active measures to reduce environmental pollution and protect the ecological environment under the premise of complying with local regulations. The following are some possible paths of practice

4.1 Formulate Comprehensive Environmental Policies and Guidelines

Clarify environmental objectives and commitments. MNCs should set clear environmental protection goals and commitments, including goals for reducing carbon emissions, conserving resources, and reducing waste. Establish an environmental management system. Introduce environmental management system standards such as ISO 14001 to ensure that the company complies with international standards in environmental management.

4.2 Promoting Resource Recycling and Waste Minimization, Investing in Cleaner Production and Environmental Protection Technologies

Establish a circular economy model. MNCs can establish a circular economy model that promotes the reuse of resources and the minimization of waste. Promote green supply chains. Cooperate with suppliers to promote green supply chains and reduce environmental pollution at source.

Introduce cleaner production technologies. TNCs can introduce clean production technologies in developing countries to reduce environmental pollution in the production process. Promote energy-saving and emission reduction technologies. Actively promote energy-saving and emission reduction technologies to reduce energy consumption and the amount of emissions.

4.3 Strengthening Supervision and Transparency, Developing Community Environmental Protection Projects and Ecological Protection Programs

Develop community environmental protection programs. MNCs can carry out community environmental protection programs to raise local residents' awareness of environmental protection and improve the quality of the surrounding environment. Support ecological protection programs. Actively support ecological protection programs to protect rare species and ecosystems and promote ecological

balance. Regular environmental reports and public information. MNCs should issue regular environmental reports and publicize environmental data and information to accept social supervision. Establish an independent environmental monitoring organization. Establish an independent environmental monitoring organization to oversee the implementation of the company's environmental practices and ensure that environmental responsibilities are carried out.

4.4 Social Responsibility and Stakeholder Cooperation, Cultivating Employees' Environmental Awareness and Capability

Active fulfillment of social responsibility MNCs should actively fulfill their social responsibility, give back to the society and enhance their corporate image. Cooperate with stakeholders. Cooperate with government, NGOs, communities and other stakeholders to jointly promote environmental responsibility practices and achieve win-win situation for all parties. Conduct environmental training. Provide employees with environmental awareness and skills training to enhance their awareness of environmental responsibility.

Establish environmental incentives. Establish an environmental incentive mechanism to motivate employees to participate in environmental activities and promote corporate environmental practices.

The practice of environmental responsibility of multinational corporations in developing countries needs to take into account a variety of factors such as policies and regulations, technological innovation, social responsibility, stakeholder cooperation and other factors. By formulating comprehensive environmental policies, investing in environmental technologies, promoting resource recycling, and carrying out community environmental programs, MNCs can play an active role in developing countries to promote environmentally responsible practices, achieve the goal of sustainable development, and protect the environment and improve ecology. At the same time, strengthening supervision and transparency, cultivating employees' environmental awareness and ability, and cooperating with stakeholders are also important paths to realize corporate environmental responsibility. Only when multinational corporations actively fulfill their environmental responsibility can they bring substantial improvements to local communities and the environment and contribute to sustainable development.

5. Conclusion and Prospects

This study has explored the environmental responsibility practices of multinational corporations in developing countries, and put forward a series of feasible recommendations aimed at promoting the practices of multinational corporations in fulfilling their environmental responsibility in developing countries. Future research can further explore the implementation of environmental policies, the driving force of technological innovation, etc., to provide more useful insights for the practice of environmental responsibility of multinational corporations in developing countries.

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