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The Green Deal in a Changing Global Economy: Institutional Policy, Business Competitiveness and Management Challenges

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Abstract

The contemporary global economy is increasingly shaped by institutional change, public policy interventions, and sustainability-oriented transformation. Among the most significant examples of this process is the European Green Deal, which represents not only an environmental strategy but also an institutional framework influencing business models, investment decisions, competitiveness, and management practices. The aim of this paper is to examine the Green Deal as an institutional policy instrument and assess its implications for business competitiveness and management in a changing global economic environment. Particular attention is given to differences between the European Union, the United States, and China, whose divergent regulatory priorities and approaches to environmental and industrial policy may create asymmetric competitive conditions for internationally active firms. Using an institutional and comparative approach, the study analyzes how sustainability-oriented regulation affects strategic decision-making, innovation, investment, operating costs, and corporate adaptation. It also considers the tension between ambitious environmental objectives and the need to maintain economic growth and international competitiveness. The paper argues that the effectiveness of the Green Deal should be evaluated not only through environmental indicators but also through its institutional and economic consequences. Sustainable transformation requires an appropriate balance between environmental objectives, institutional efficiency, technological development, and the capacity of enterprises to remain competitive in the global economy.

Keywords: Competitiveness; Institutional Economics; Public Policy; Strategic Management; Sustainability