
Strategy Tools and the Kyoto Protocol's Flexible Development Mechanisms

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EXECUTIVE SUMMARY

The relationships between traditional tools used in the strategic planning process and the decision to pursue one of the flexible development mechanisms outlined in the United Nations' 1997 Kyoto Protocol were investigated. Published research was used to develop propositions regarding the relationships between clearly stating a commitment to environment in strategic vision and mission, developing core process-based competencies, and the pursuing a cost-leadership strategic position on the choice of flexible development mechanisms. Level of firm internationalization was proposed to moderate these relationships. Future research integrating strategic CSR and consumer-driven aspects of climate change was suggested.

Keywords: Global Opportunity Recognition, Marketing Strategy, Strategic Alliances in Emerging Markets