

Call for Incentive Research Collaboration 2025 Laureate

Project SUNPOP

Subnational Populism and Foreign Policy:
Mechanisms and Impacts

AURORA



Co-funded by
the European Union



PROJECT IDENTIFICATION

Project title:

Subnational Populism and Foreign Policy: Mechanisms and Impacts

Project acronym: SUNPOP

COORDINATOR

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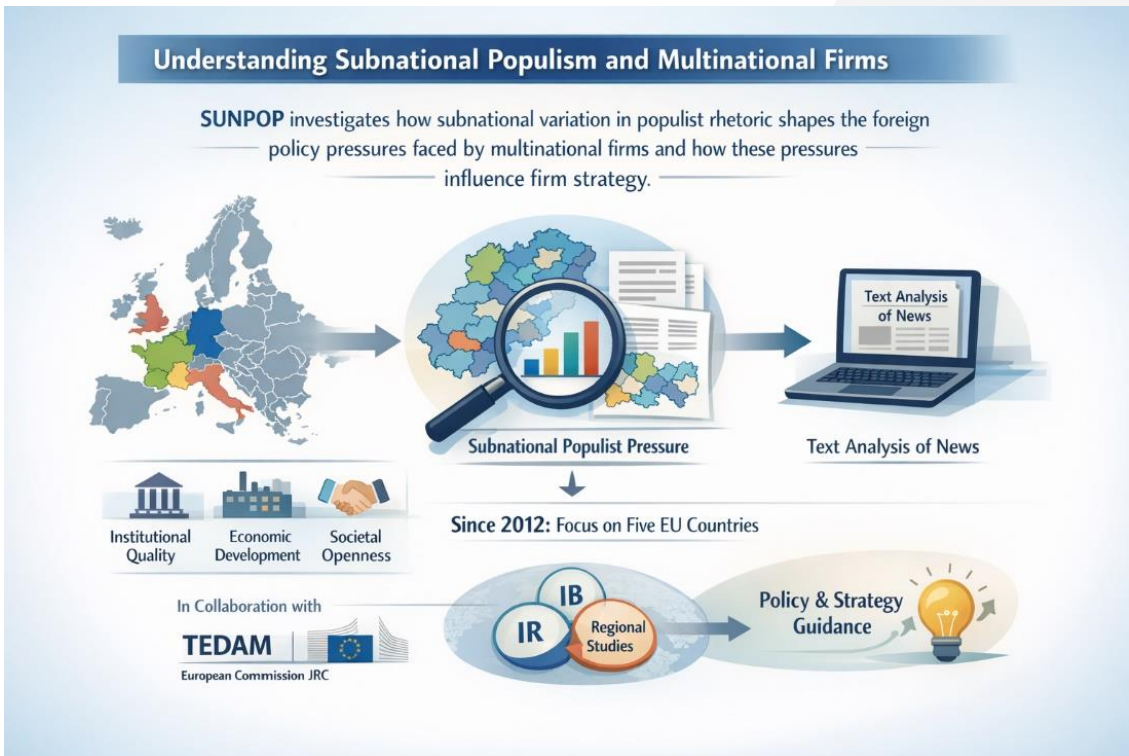
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OBJECTIVE

SUNPOP investigates how subnational variation in populist rhetoric shapes the foreign policy pressures faced by multinational firms and how these pressures influence firm strategy. SUNPOP integrates insights from international business, international relations, and regional studies research to advance theory and provide actionable guidance for policymakers and firms.

ILLUSTRATION OF THE PROJECT



SOCIAL IMPACTS AND TARGETED SDG

SUNPOP contributes to **SDG 16: Peace, Justice and Strong Institutions** by advancing understanding of how subnational political dynamics shape institutional pressures on firms and by identifying conditions under which institutional quality mitigates destabilizing populist influences. It also supports **SDG 8: Decent Work and Economic Growth** by clarifying how firms can adapt strategies to politically fragmented environments, thereby sustaining investment, employment, and economic resilience.

Through its focus on regional disparities in economic development and societal openness, the project aligns with **SDG 10: Reduced Inequalities** by highlighting how uneven subnational conditions influence both policy pressures and firm responses. Finally, by generating actionable insights for policymakers and multinational firms, SUNPOP informs more effective governance and cross-sector collaboration, reinforcing evidence-based policy design in line with **SDG 17: Partnerships for the Goals**.

AURORA ADDED VALUE

Support from Erasmus+ and the Aurora European university alliance enables SUNPOP to leverage a transnational research infrastructure, facilitating systematic comparison of subnational political dynamics across multiple European contexts. Particularly, collaboration between Copenhagen Business School and Universität Innsbruck strengthens the project's interdisciplinary integration of international business, political economy, and regional analysis, while also providing access to complementary data environments and methodological expertise. This institutional embedding enhances both the empirical granularity and external validity of SUNPOP's findings and supports effective dissemination to academic, policy, and practitioner audiences across Europe.