

Soft regulation of environmentally underruled countries

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- Eco-certification, partnerships, etc. in response to market imperfections, home-country institutional voids, and host-country societal pressures
- Combination of economic *and* sociological explanations important
- Soft regulation reflects both rational imperatives (vying for customers, donors, voters) *and* social processes (interactive construction of actor perspectives and markets)
- Soft regulation in host countries is biased towards high-visibility, self-relevant environmental issues

