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## **Tax Optimization and Compliance in Global Business Operations: Analyzing the Challenges and Opportunities of International Taxation Policies and Transfer Pricing**

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Global businesses face increasing complexities in tax optimization and compliance due to evolving international taxation policies, transfer pricing regulations, and cross-border financial operations. This study analyzes the challenges and opportunities associated with international tax frameworks, focusing on strategies for businesses to navigate regulatory requirements while optimizing tax efficiency. Key topics include the impact of OECD guidelines, Base Erosion and Profit Shifting (BEPS) initiatives, digital taxation, and the role of artificial intelligence in tax planning and compliance automation. By examining real-world case studies, the research highlights best practices for mitigating tax risks, ensuring transparency, and maintaining compliance in a dynamic regulatory landscape. Additionally, this paper explores how multinational corporations can leverage data analytics and AI-driven solutions to enhance tax reporting accuracy, streamline operations, and achieve sustainable financial strategies. The study provides insights into the future of global taxation, emphasizing the need for balanced approaches that align corporate interests with regulatory expectations.