Institution

Student’s name

Course

Date

**National Crises and Their Implications for Multinational Corporations**

National crisis is among major factors that are used in determining how well the country is when it comes to dealing with several issues (Rosenthal & Knighton 2017). For instance, the availability of good leadership can be well determined or recognized whenever a country is faced with major issues. This is measured in terms of how quick the government can utilize the resources they have in ensuring that the stability of the nation is retained. In other words, it is through the crisis that the strength of the nation can be determined.

In the national crisis faced in Egypt. One of the elements in the analysis which appears to be the key concept in the case is the role of social media. For instance, we realize that the president used his powers to command the closure of various broadcast, especially in the areas where there were more Protestants. Preventing social media to collect or rather air information on what is currently happening in the country is very risky when it comes to the reputation of the country (Deresky 2017). As much as Egypt was well known as the best country when it comes stability and safety, the case changed it all, raising the need of analyzing the threats and opportunities that are associated in investing in such a country.

This concept on the role of social media has made me have a greater insight when it comes to development. For instance, as a global business professional, it is important to understand the need of having maximum security before investing in any country. Some of the factors that need to be considered include the transparency of the country. This has to involve each and every aspect like its reputation on social media among other things. It is always important to ensure certain aspects like maximum security are ensured, in order to avoid incurring losses.

References

Deresky, H. (2017). *International management: Managing across borders and cultures*. Pearson Education India.

Rosenthal, D. E., & Knighton, W. M. (2017). *National laws and international commerce: The problem of extraterritoriality*. Routledge.