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Navigating Geopolitical Turbulence: Crisis Communication in India-Maldives Geopolitical Row

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Synopsis

The international travel business is affected by diplomatic relations, among other factors. Should the international travel business respond to political statements against the elected leader of a country? What kind of practices an organization should adhere to in public relations surrounding such situations? Can an organization risk its reputation for the sake of the nation? This case attempts to examine these questions raised due to the recent row between India and Maldives wherein EaseMyTrip and Maldives Association Tourism Industry (MATI) were embroiled in crisis communication strategies amidst complex international political situations.

Keywords: Crisis Communication Strategies; International Business; Leadership in Crisis; Stakeholder Engagement; Reputation Management

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