

# IMPACTUL POLITICILOR GUVERNAMENTALE ASUPRA ACTIVITĂȚII FIRMELOR TRANSNAȚIONALE

## THE IMPACT OF THE GOVERNMENTAL POLICY ON THE TRANSNATIONAL COMPANIES' ACTIVITIES

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**Abstract:** a transnational society has to consider the attitude and the national policy promoted by the host country's government, because conflicts can arise between these two entities, usually generated by the disparity or the incompatibility of the company's objectives and those of the local government. Policies and attitudes towards foreign companies differ from one country to another, from one government to another, according to their respective objectives. Minimizing the role that the host country's government has can spark conflicts between the internationally active part of society and local governments, limiting business success. From the company's point of view, the political context is a parameter that incorporates its activity and whose progress has to be predicted for a better adjustment of the company's strategies to local conditions.

**Keywords:** governmental actions, economic nationalism, the governmental policy stability, socio-political factors, global political climate, social climate, internationalization strategies