A study on related factors affecting females' global assignment attitudes — A research of the multinational enterprises

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ABSTRACT

Diversification of human resource management is an inevitable subject for multinational enterprises on the internationalizing operation trend. Simultaneously female human resources will keep increasing not only in quality but also in quantity all over the world. Therefore multinational enterprises should survey the gender subject both in enterprise culture dimension and HRM policy and practice dimensions, whether the enterprises can construct a circumstance to help female employees' development or not. It will influence the outcomes of HRM and MNEs' global competitive advantages. Although female expatriates are possessed of the strategy values of having potential advantage of diversification management, expanding their expatriates talent pool to increase competitive advantage or avoiding gaining gender discrimination notoriety to multinational enterprises at least, but the ratio of female expatriates is still lower. only 14% of all expatriates We could not just refer this phenomenon to multinational enterprises ' attitudes toward females' global assignment. Not only gender stereotyping will decrease the female employees' chance of assigning abroad indeed, but also females' mothering role cognition and consideration factors in global assignment will influence their attitudes toward global assignment. So this research will investigate the correlation between both two dimensions and females' global assignment attitudes. We find that both two dimensions affect females' global assignment attitudes deeply and the respondents of this research possessed a " self-fulfilling prophecy" indeed. Finally we suggest that multinational enterprises should correct gender biases in the enterprise culture first, and implement the human resource management policy and practice for helping female employees' development. Also, females themselves must have career planning as early as possible to be expatriates. These could raise the number of female expatriates effectively.

Keywords : human resource management ; multinational enterprise ; female expatriate ; gender stereotyping ; mothering role cognition ; self-fulfilling prophecy

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