

A Study of Intercultural Training Contents and Methods for Business Expatriates among Multinational Corporations in Taiwan

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ABSTRACT

Under the globalization tendency, the internationalization development has become the important topic which the enterprise faced. Under the development of foreign investment, expatriates represent a potential competitive advantage for business. Intercultural training will enable the expatriates to be possible to succeed achieves assignment, and adapts local life. The literature also to demonstrate, if provides the intercultural training which expatriates to need, it will approve the effectiveness of successful assignment. This study divided intercultural training into the symbolic and the participative to discuss the status of intercultural training approach for expatriates and the demand of intercultural training for expatriates whether to have significant effects.

There are 90 questionnaires effectively returned among 300 questionnaires distributed. The statistical methods used in this study were descriptive statistics analysis, frequency analysis and t-test identified the hypothesis. The result shows that intercultural training based on the company-oriented has significant difference with individual-oriented. 1. The symbolic of training based on the company-oriented has significant to be lower than the individual-oriented. 2. The participative of training based on the company-oriented has significant to be lower than individual-oriented. The result shows that company provides intercultural training to the expatriates in the participative and the symbolic of training all insufficient, but expatriates thought that needs to accept more intercultural training.

Keywords : business expatriation、 expatriate、 intercultural training

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