



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA315 STRATEGIC HUMAN RESOURCE MANAGEMENT

II YEAR /III SEMESTER

Unit III - CROSS CULTURAL HRM

Topic 4 - Leadership and Strategic HR - International Assignment



INTERNATIONAL ASSIGNMENT(IA) - MEANING

- ◀ IA refers to an expatriate assignment in which the company sends an employee for a single assignment of a year or more to another country.
- ◀ IA are the single most expensive per-person investment a company makes in globalizing its workforce.



TYPES OF IA

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- ▶ Short term assignment
- ▶ Developmental assignment
- ▶ Strategic Assignment
- ▶ Long term assignment

LEADERSHIP ISSUES IN IA

- ▶ Tensions of culture
- ▶ Tensions of Politics
- ▶ Tensions of Distance



STRATEGIC HR ISSUES IN IA

- ◀ Establishment of specific purpose for Assignments
- ◀ Selection of Expatriates
- ◀ Assess Adaptability of Ex-Patriates
- ◀ Training of expatriate
- ◀ Management of Expatriates



SIGNIFICANCE OF IA

- ◀ Helps Manager in acquiring the skills necessary to develop successful strategies in a Global Context.
- ◀ Helps company to coordinate and controlling Operations that are disbursed geographically and culturally.
- ◀ Provide Important strategic information
- ◀ Officers crucial Detailed Information and local markets
- ◀ Provides opportunities for Management Development
- ◀ Provides important network information



REASONS FOR INVESTING IN OUTSOURCING HR FUNCTIONS

- ▶ Improved profit and productivity
- ▶ Controlling labour costs
- ▶ Limited risks and liabilities
- ▶ Get “Big” company benefits



RECAP

QUESTIONS???

THANK YOU