

Diana Rees

Effectiveness of Cross-Cultural Training Methodology in Chinese Corporate Context

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Written by

Diana Rees

Berlin, 25.04.2012

Abstract

The number of Western expatriates in China is growing; however, the rate of expatriate failure remains very high. Many multinational enterprises are now providing their expatriates with cross-cultural training (CCT), which many studies suggest is an effective way to improve expatriates' intercultural competence and their work performance overseas.

This study attempts to develop an optimal methodology for CCT in China, based on review of the literature and empirical data of five semi-structured interviews. A seven-step model is developed, and each step is examined for its effectiveness and applicability in a Chinese context. Ultimately, the final model is presented in the Research Summary, and its implications are discussed in detail.

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