Study of the Relations amongst Effect Staffing Strategies, Expatriate Successful Factors and Corporate Culture in Transnational Corporation

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Abstract

With the enterprise's step towards internationalization, how to use the staffing strategies effectively to increase the expatriate successful rate, and to reduce losses of the enterprise's tangible and invisible, and then to increase the competition advantages of enterprises, it is the most important subject in the internationalized procedure of enterprises.

In this study, the samples were choose the 30 Transnational Corporate in Kaohsiung Branch Administration Economic Processing Zone and there were owners of enterprises, managers and corporate expatriates to attend the questionnaire, a total of 450 questionnaires were issued, the effective sample of 222 were returned, the effective returned rate of 49.3%. Finally, this study was to carry out empirical research and analysis by using SPSS software.

Finally, this study made proposals for the transnational enterprises in expatriate staffing strategies, and those ones hope to be as reference for the foreign investment of small and medium-sized manufacturing industries in human resources.

Keywords: expatriate staffing strategies, corporate culture, colonial approach, interface capability and cultural awareness