

Group 10

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The Global Mindset: A New Source of Competitive Advantage



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External Literature Review

Literature Review

Motivations

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SPSS Analysis Result

Variable	Mean	Std. Deviation	N
TA	1.5000	.70711	10
lyr	1.5000	.70711	10

SPSS Analysis Result

H0 (Null Hypothesis): TA:lyr = TA:lyr

H1 (Alternative Hypothesis): TA:lyr ≠ TA:lyr



Motivations

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Belief #1
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Sending emails required a large investment

Belief #2
Importance of following integrity

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Agenda
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- 1.) Motivations for research
- 2.) Literature Review part #1
- 3.) Literature Review part #2
- 4.) SPSS Analysis
- 5.) Conclusion
- 6.) Business Implication
- 7.) Reference

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CorporationS dilemma:

To Send or not Send expats abroad

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• The 2008 global economic downturn served to reorder priorities in many firms

• Resulted in a lessened emphasis on developing organizational talents

Good old days of an expat



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Agenda

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- 1.) Motivations for reSearch
- 2.) Literature Review part #1
- 3.) Literature Review part #2
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- 6.) Business Implication
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Motivation # 1

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Sending expats requires a large investment

"Expatriates represent a significant investment"

Colgate-Palmolive estimates that expatriate managers cost 50 percent more than their US counterparts even in relatively cheap areas, such as Latin America, and as much as 300 percent more elsewhere.

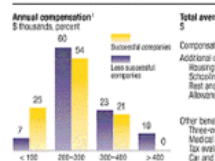
However, Thecasesolutions.com

15 to 25 percent of all international assignments end prematurely—direct cost of each failure can easily reach \$1 million—including time and money wasted in selection, visits to the location before the executive takes up an assignment, training, and relocation

(Source: McKinsey)

EXHIBIT 9

Expatriate business builders—an expensive proposition



*Salary and 25-40% bonus, sometimes not retroactive to the first month.
†Rent ranges from \$6,000-400,000 a month.
‡\$15,000/400 hours, average 1.5 children/family.
§Have no or low-visibility role at \$120,000/400 hours.
||25% cost of living allowance, 20% housing allowance.
¶Expatriate benefits as a whole or even surmount to middle management.

Source: Research of 500 senior expatriates and 100 expatriate managers in 100 countries.

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«Source: Mckinsey»