



Auslandsentsendung - Expatriates: Simulierte Fallstudie (German Edition)

Astrid Matejka-De Jonghe

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Studienarbeit aus dem Jahr 2011 im Fachbereich BWL - Personal und Organisation, Note: 1,0, SRH Hochschule Riedlingen, Sprache: Deutsch, Abstract: Die Auslandsentsendung, als Instrument der Personalentwicklung international ausgerichteter Organisationen, ist eine risikoreiche und kostenintensive Investition, welche die Wettbewerbsfähigkeit von Unternehmen beeinflusst.

Daher ist es für die Unternehmensführung von großem Interesse, einem vorzeitigen Abbruch der Entsendung mit geeigneten Maßnahmen entgegenzuwirken.

Die Arbeit befasst sich mit der Frage, woran ein deutsches Unternehmen denken muss, wenn es seine Mitarbeiter erfolgreich ins Ausland transferieren möchte. Welches sind die Erfolgsfaktoren einer Auslandsentsendung?

Nach der Beschreibung der theoretischen Rahmenbedingungen erfolgt die Identifikation möglicher Gründe durch ein Experteninterview und die Literaturquellen, um anschließend fünf besonders erfolgsbeeinflussende Aspekte einer Auslandsentsendung zu benennen. Zwei dieser Ansätze werden konzeptionell ausgearbeitet.

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