



Cultural Integration for Expatriates on a Superior Level through a Direct Focus Institute

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Introduction

With the perceptible expansion of businesses' operations, distribution, and sales on an international level the need for employees who are culturally knowable and diverse become more necessary. Not only must companies have expatriate employees who are well versed in the written and spoken language of the country they are going to conduct work in but the cultural norms must be acknowledged and understood as well. A Business Administration degree may supply individuals with the needed information to operate a business successfully; however it does not provide the extensive knowledge of how business is conducted in other nations. Though there are brief classes pertaining to international business in the standard academia curriculum, the full extent of legal, cultural, and economic conditions are not fully analyzed or understood. In this paper I propose the creation of an institute to act as a post-undergraduate supplemental education system that focuses directly on specific nations and the language, societal, cultural, regulatory, and living standards in the country specific to the individual's requirements. By establishing this academy, nations' cross cultural understanding of one another can be developed resulting in a more diversified coexistence together. The institute would be separated into classes based upon the country of interest. Therefore if a student was taking a class such as "promotion methods", it would not be universally applied but instead be directly linked to the methods used in the particular country under inquiry so that the studies are direct, accurate, and up to date. Throughout my paper I will discuss: the objective and services of this proposed institute, the advantages (both socially and economically), the methods used, the exchange of culturally talented



individuals, and the post “Cultural Integration Academy” benefits from this education system.

The objective of the “Cultural Integration Academy”

It is no secret that business is no longer restricted by geographic regions, economy differences, or difference in government institutions. Due to this expansion companies must find employees to conduct and expand their business in foreign nations. There are numerous methods for doing so. One may be to hire external workforces that are native to the country that business is being conducted in. This does provide an insight to the culture norms of the country however there may be a lack of information and shared vision between the parent company and the subsidiary. The second option (which I support) is to have an internal employee conduct the business due to their vast knowledge of the operations and goals of the company. The Cultural Integration Academy’s purpose would be to train employees in the most extensive ways to help ensure business is conducted exceptionally well within each and every culture. By being able to pull from the internal pool of employees within the company to work abroad this process not only secures the chance of success but also does not outsource jobs by hiring external workforces to perform the work abroad (something currently under extreme scrutiny). The Academy would provide extensive training in all of the following areas: the spoken and written aspects of the foreign language, procedures needed to be eligible to work abroad (visas), social concerns, business ethics, cultural values, presentation and conversing procedures, labor, environmental, and government regulations, advertising methods and channels, jargon used, workforce statistics, economic stability, accounting procedures, key connections to relative industry, negotiation skills, and standards of living. Figure 1 represents the county characteristics of the country under study that would be learned by the students. Similarly figure 2 is a breakdown of the business elements that would be taught to the students attending the academy. Figure 3 reveals the cultural the elements being taught. By becoming immensely engrossed into every aspect of the foreign nation, the students can become



fully competent in most characteristics needed to perform just as well as if they were a native.

Figure 1

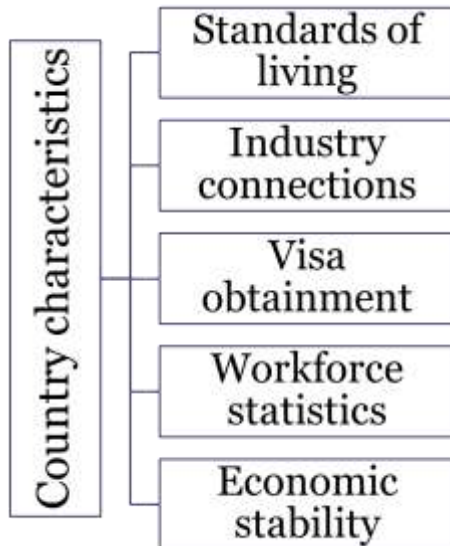


Figure 2

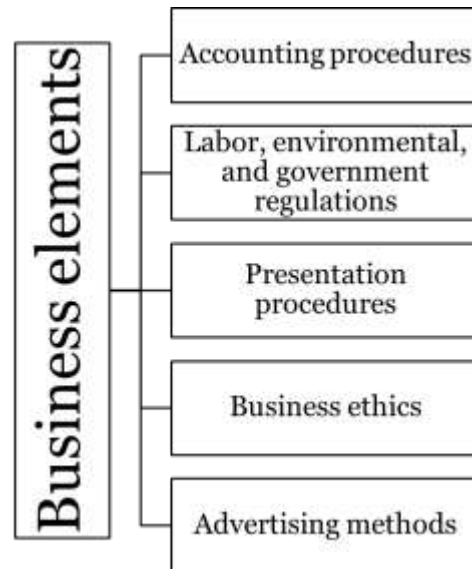
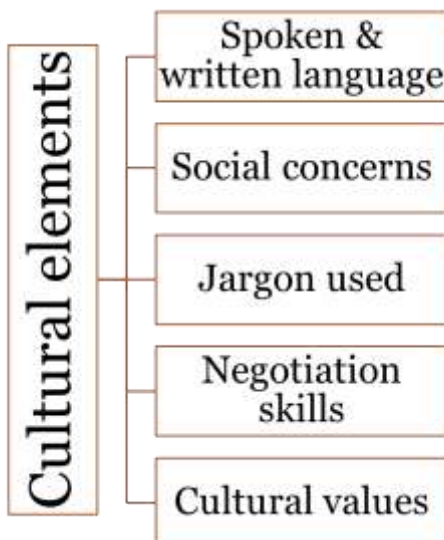


Figure 3





Advantages of establishing the academy

The establishment of this niche market institute would be beneficial in numerous ways, the first being its contribution to cultural diversity amongst our US workforce. By providing a platform and facility for incentivizing individuals to seek a job in international business, we are creating a more culturally aware and capable functioning workforce. This pool of graduates would be qualified for overseas business opportunities as well as positions in the home country in translation, purchasing, exportation, and various other job opportunities. Economically, this institute would develop more qualified working members of society, something that is only advantageous to humanity. Creating the academy would also decrease the failure rates of expatriates in foreign countries which would save the parent company money therefore freeing up its cash for reinvestment and further expansion and job creation in both the parent and subsidiary countries. A brief overview of these benefits can be outlined in figure 4. Socially, by being more culturally diverse we can provide a better understanding of one another and formulated a more integrative coexistence together. This is outlined in figure 5 below.

Figure 4

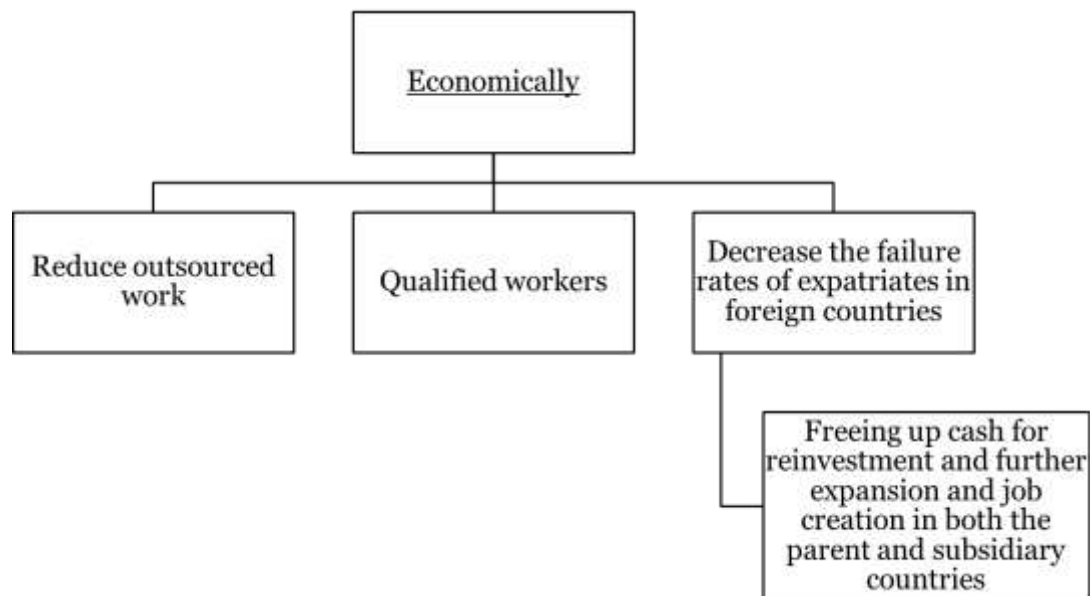
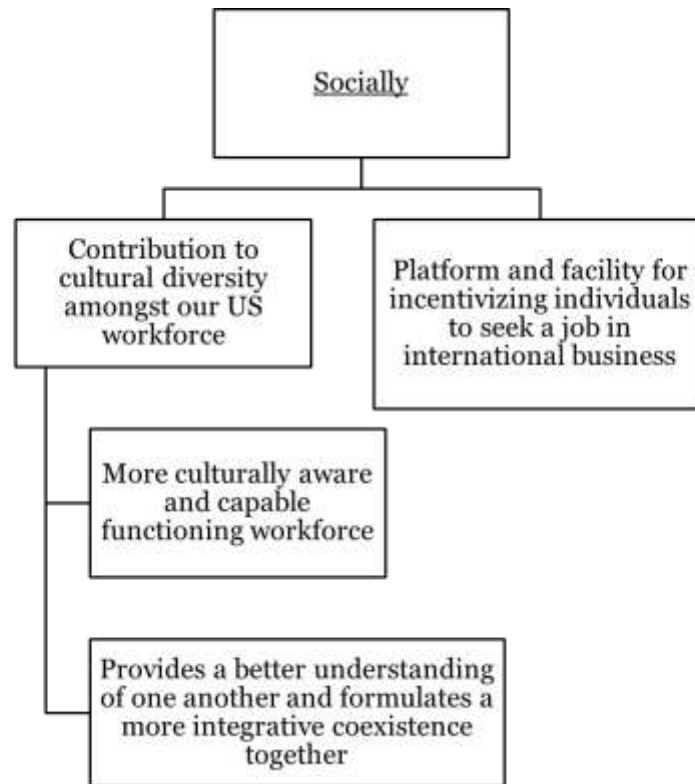




Figure 5



Methods used

The prerequisites of the academy would be to have already accomplished a 4 year degree with exceptional academic standing. By having this requirement the individuals will be more likely to have the level of behavioral and intellectual maturity needed to understand the material being taught and a proven track record of success. The classes would consist of material covering everything from; procedures needed to secure working permits abroad to understanding the economic stability, and everything else stated previously in the objections section. There would a single class focusing on each aspect mentioned. By having each class “honed in” on a direct topic the chance of generalization to cover more material is eliminated and only accurate and relative information is taught. The classes would be a mixture of lecture, discussion, research, and application based teaching methods. Each class would have a running project that simulates exactly the type of environment and objectives that would be encountered if



they were conducting business within that country. An example of this would be to create a promotion plan for an apparel company in Brazil. By going through the procedures and addressing what is politically and socially correct and the channels best used in that country to deliver the message, the students will be prepared to actually formulate such a marketing strategy once confronted with the task. Upon graduation from the academy not only will the students create a capstone project consisting of an extensive evaluation and understanding of a country they wish to work in but they will also take an exit exam that reassures they have withheld the understanding of what they have learned. Once the requirements have been fulfilled the individual will be awarded with a certification that states the graduate has accomplished an extended education in cross cultural business and is now fully qualified in international business norms in a certain country(ies). The title of the certification would be “Master in Cross Cultural Business” (MCCB). This certification would be equivalent to a Six Sigma certification in the production industry. It would act as a prestigious achievement and should be held in high regard.

Exchanging culturally talented individuals

This institute will not only serve as a system for preparing its students to be equipped for international business operations but also provide career opportunities for highly skilled workers to teach the classes. By having professors native to the country they are teaching about, the students will be able to get a more realistic and better understanding of the nation’s values and conduct. For example, having a German HR executive teach a class in human relations is far more accurate than having an American teach the subject whose only experience in the field is what they have themselves read about in college. By placing the students in the direct presence of actual successful natives of the country they study, they can fully grasp the actual conditions of the material they are learning and be supplied with first hand experiences.



An extension of this Academy I would like to propose would be to have this same establishment built in foreign nations as well. Therefore we could send American professors to teach which both satisfies their desire to work abroad as well as enables foreigners to get a better understanding of how we operate here in the US. Ultimately this Academy would have branches worldwide creating the most talented international business individuals who are capable of achieving immense success for themselves and their companies by fully understanding the conduct of business procedures in both home and foreign nations.

Post-Cultural Integration Academy

The benefits of attending this academy would not end upon graduation from it but carry on post-graduation as well. Not only will the graduates be prepared to work abroad but they also will be entered into a database that works with international employers and their resumes and job status will be saved to the system. The academy would have its own personal networking site that is exclusive to students and graduates of the institute. By working with and having ties to major companies on an international level all attendees of the academy will now have a better chance of being hired for an international position because their accomplishments and information will be available to be browsed by partner companies when they are looking to fill a position. The exclusiveness of this networking database prevents competition from irrelevant workforces and also represents that the individuals in the database are fully qualified and certified from the academy. By adding this feature it would create an extra benefit that represents the concern the academy has for the job placement of their graduates. All students and graduates will be given a permanent ID number and ID card that verifies their affiliation with the academy. The reason for this being permanent is so that even after graduation if the alumni are looking to apply for a new position and need assistance for updating and CV writing they can contact the academy, give them their ID number and setup an appointment to meet and receive the help they need to pursue their job search. I feel that too many educational institutions today are focused more on running the students through college and pushing them out so that they can make room



for the next wave of individuals leaving the alumni out in the cold with no direction or support. Due to this being a private and unique education system there is a vast focus on the quality of services provided to the participants both during and after they have attended the academy.

Conclusion

The creation of this academy would serve both as a means to further develop and utilize individuals who have a passion and the ambition to want to work abroad as well as create a more culturally dynamic atmosphere in the societies where this institute exists. This would bring a whole new level of qualified individuals to the workforce and provide the means and networking to put them to work resulting in bigger business, broader target markets, and stimulating the economies on a global degree. The hiring of successful individuals from foreign nations provides only the most accurate teachings and experiences needed to combat the obstacles that may arise once abroad. The in-depth examination of the cultural content in so many aspects allows a full competent understanding of procedures, norms, and regulations. The constant assistance from start to finish and even post-graduation represents the academy's dedication to ensuring their students succeed. By establishing these academies in multiple nations and partnering with many international businesses there is an extensive yet exclusive web of networking and assistance that cannot be found anywhere else. While providing a massive benefit to businesses and economies the other advantage is the recognition and acceptance of global awareness. The world is no longer divided by borders, oceans, or language barriers and only by integrating cross cultural awareness can we bring each other together like never before, taking a step towards a globalized understanding and better coexistence with one another. The Cultural Integration Academy is one of the most innovative and destined to succeed institutions to ever be presented on a global scale.