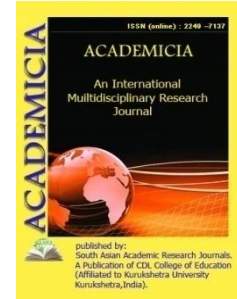




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## IMPORTANCE OF PERFORMANCE OF EXPATRIATES IN PAKISTAN

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### ABSTRACT

*The purpose of this research study is to explore the practice of the cross cultural training before expatriates are posted on overseas assignments, and to assess the impacts of cross cultural training on the performance of expatriates. Multinational organizations need expatriates who can be representatives, ambassadors and have knowledge of coordination, integration of operations, knowledge transfer, and global managerial skills as they are investing in foreign markets to establish some subsidiaries in foreign countries. During this process, many of expatriates are not able to complete their overseas assignments. The rate of failure sometimes can reach to 85 percent. The main reasons of this high rate are culture shock, difficulties in adjustment, and so on. A questionnaire was developed based on the theoretical framework. The samples comprising 100 expatriates were taken from different organizations; education, construction, telecommunication, and the press and media were focused in particular. The conclusion of the study has revealed that there are multi-faceted benefits of cross cultural training for expatriates working abroad. Cross cultural training can minimize culture shock, and premature return. Moreover, it can facilitate cultural adjustment, high productivity, and expatriates' performance. The study has been delimited to the global companies operating in Pakistan. However, the majority of the organizations is established in Islamabad.*

**KEYWORDS:** *Expatriates, Performance, and Cross Cultural Training, JEL Classification: M12, M16 and M19*

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