International challenges and opportunities for start-up expatriates

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International Challenges and Opportunities for Start-up Expatriates

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“The shortest path to oneself leads around the world”

- The Travel Diary of a Philosopher, 1919

Hermann von Keyserling
1880 - 1946
Name your most valuable asset
An employee’s earning potential is a direct function of his or her skills, capabilities, and experience – and international experience is one of the most effective ways for people to increase their value.
Global Mobility Benefits for Employees

• Opportunities to discover
  • new skills and capabilities
  • career paths that best match strengths and values
  • values and norms driven by personal choice and/or cultural upbringing
  • greater life satisfaction, decrease stress, and improve job performance

(BizEd, 2018)
Global Mobility Challenges

**Business environment**
- Globalization
- New market entry
- Workplace innovations

**Talent environment**
- Talent shortage
- Next generation workers
- Need for global leadership

**Pressure on global workforce mobility**

**Internal expectations**
- Global mobility (GM) that fits the needs of the business
- GM as a standard business practice
- Return on GM investments

**Compliance environment**
- Rapid regulatory changes
- Increased scrutiny
- Different requirements for different countries

(Deloitte: Smart Moves Series, 2010)
## Global Mobility Framework

### Learning experience vs. Strategic opportunity

#### Target employees:
- Rising stars
- Employees looking for diversity in experience and personal growth

**GM approach:**
- "Expat light"
- Focus on development
- Expect participants to bear some of the burden

#### Target employees:
- Future leaders – “superstars”

**GM approach:**
- "Expat plus"
- Focus on development, experience and retention
- Enhanced future opportunities

### Commodity job

#### Target employees:
- Volunteers
- Low-cost talent

**GM approach:**
- Minimal perks and support
- Local transfers
- “At risk” assignment

### Skilled position (management or technical)

#### Target employees:
- Demonstrated performers
- Deep, specialized skill sets

**GM approach:**
- Short-term or “local plus”
- Project-based assignments
- Rapid deployment
A Country in Crisis: Will Greece Survive?

• Research for start-up expatriates
  • Background of the crisis
  • Political and institutional context
  • Societal issues

• Case study analysis

UNITED ARAB EMIRATES
OVERVIEW

- LIFE EXPECTANCY: 75 (M) 80 (W)
- CAPITAL: Abu Dhabi
- LARGEST CITY: Dubai
- NATIONALITY: Emirati
- RELIGIONS: Islam, Christianity, Other

CURRENCY: Dirham (AED)
POPULATION: 9,400,000 (UN est., 2017)
LANGUAGES: Arabic, English, Persian, Urdu, Hindi
AGRICULTURE: Dates, Vegetables, Eggs, Watermelons, Poultry, Fish, Dairy Products
INDUSTRIES: Petroleum, Petrochemicals, Fish, Aluminum, Cement, Fertilizers, Ship Repair/Building, Textiles

(TeachMideast, 2018)
# Language Apps

<table>
<thead>
<tr>
<th>User rates</th>
<th>Language level</th>
<th>Features</th>
</tr>
</thead>
</table>

**Hello**
marHabaa

**How are you?**
shakhbaarak (m)/shakhbaarich (f)?

**Fine, thanks**
bkhiir elHamdiIla

**Nice to meet you**
tsharrafet bi ma:riftak (m)/tsharrafet bi ma:riftich (f)

**Good morning**
Sabaal elkhiir

**Good evening**
misaa elkhiir

**Good night**
Tesbaal :laa khiir

**Have a nice day**
as:ad allah yuumak

**Goodbye**
ma: salaama

**See you later**
ashuufak ba:diin

**Have a good trip!**
riHla sa:iida!

**Happy Birthday!**
kil :aam w ena bkhiiir (m)/kil :aam w eny bkhiiir (f)

**Congratulations!**
mabruiik!

**Happy New Year!**
sina ydlida sa:iida!

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https://bilingua.io/best-apps-learn-arabic-free

http://www.firdaous.org/write-name-arabic-calligraphy.htm
United Arab Emirates

Cultural Dimensions
- collectivist
- high power distance
- moderately masculine
- extremely uncertainty avoidant

Consumer Behaviour
- opinion leaders

Consumer Trends
- luxury
- environmentally friendly

Media & Communications
- high internet penetration (social media)

South Africa

Cultural Dimensions
- individualistic
- moderate power distance
- masculine
- moderately uncertainty avoidant

Consumer Behaviour
- spontaneous
- materialistic

Consumer Trends
- unity
- slow food and health
- fast food majority

Media & Communications
- high cell phone usage
- lower internet penetration
High in Demand
Sectors in terms of major demand.

- Manufacturing & Assembly
- Architecture & Engineering
- Admin, Office & Support
- Sales
- Business & Management
- Finance
- Information Technology

High in Supply
Sectors in terms of major supply.

- Architecture & Engineering
- Cleaning, Maintenance & Repair
- Marketing
- Manufacturing & Assembly
- Education, Training & Library
- Sales
- Information Technology
- Finance
- Business & Management
- Admin, Office & Support

(CareerJunction, South Africa, 2018)
Country Report

Ranking

Overall Index 19 out of 64
Quality of Life 21 out of 64
Ease of Settling In 24 out of 64
Working Abroad 21 out of 64
Family Life 28 out of 41
Personal Finance 49 out of 64
Cost of Living 37 out of 64

Top 3 reasons for relocating (vs. global average)

I found a job here on my own: 21% (13%)
Better quality of life: 18% (9%)
Financial reasons: 11% (4%)

Expat stats UAE (vs. global average)

Gender
- Female: 37% (53%)
- Male: 63% (47%)
Average age
- 38.1 years (40.5 years)
Top 3 considerations before moving
- Indian: 26% (56%)
- Pakistani: 9% (2%)
- Filipino: 7% (2%)
Top 3 sectors or industries
- Construction: 13% (5%)
- Retail/wholesale trade: 11% (5%)
- Financial services/real estate/insurance: 10% (7%)
Top 3 income groups
- 25-50k USD: 20% (12%)
- < 1k USD: 18% (13%)
- 12-25k USD: 17% (15%)
Top 3 employment statuses
- Employed/manager: 47% (47%)
- Entrepreneur/business owner: 9% (7%)
- Self-employed professional: 5% (5%)

How satisfied are expats with life in UAE? (vs. global average)

Generally satisfied: 79% (13%)
Very satisfied: 17% (35%)
Satisfied: 34% (29%)
Mostly satisfied: 28% (13%)
Neutral: 14% (5%)
Less than satisfied: 4% (3%)
Not satisfied: 1% (1%)
Not satisfied at all: 1% (1%)

Expat Voices

"I like how so many nationalities and people from different cultural backgrounds work together peacefully."

"There's a divide between Western expats and people from other countries."

Source: Internations / Graphic: Independents Resolution.com

www.internations.org/expat-insider
Join with the Kahoot! app or at kahoot.it with Game PIN

UAE Culture Quiz
What are the largest problems start-up expatriates will face in your country?
Of those problems identified at your table, which one would be the most difficult for start-up expatriates to overcome?
Illustrate your problem

Identify your table’s spokesperson to report to the group