



Erfolgsfaktoren einer Mitarbeiterentsendung ins Ausland (German Edition)

Julia Kriens

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Aufgrund der zunehmenden Globalisierung wird das Thema Entsendung von Mitarbeitern ins Ausland immer wichtiger. Der Kreis derjenigen, die für eine begrenzte Zeit im Ausland arbeiten vergrößert sich stetig, da heutzutage Mitarbeiter aus fast allen Aufgabenbereichen und hierarchischen Ebenen entsandt werden. Da ein Entsandter das 2-3 fache an Kosten im Vergleich zu einem normalen Mitarbeiter verursacht, sollten die Unternehmen ausreichend Zeit in die Auswahl, Vorbereitung, Betreuung und Reintegration des Mitarbeiters und seiner Familie investieren um vorzeitige Abbrüche zu vermeiden. Die vorliegende Studie untersucht, wie die derzeit noch recht hohen Abbruchquoten und Kosten eingedämmt werden können und der Auslandseinsatz für alle Beteiligten zum Erfolg führt. Das Kapitel 7 gibt dem Leser erste Einblicke in die Entsendung eines deutschen Mitarbeiters nach China.

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