Cross-cultural Training: Its Effects on the Satisfaction and Turnover of Expatriate Employees

The global expansion of commerce inevitably brings an increase in expatriate employees. While “expats” can provide continuity, valuable expertise, and other skills, they must acclimatize successfully and remain in the job a reasonable time. Can pre- and post-training programs accomplish this? A questionnaire to expat workers from India, England, Finland, Mexico, and Lebanon working in 10 different countries examined such training (or lack of it) and its various effects. Statistical results found that cross-cultural training reduced turnover and increased expat satisfaction, performance, and willingness to take another foreign assignment. However, results varied among particular types of training.

Abdul Nasser Kassar, Amal Rouhana, and Sophie Lythreitis

Job Satisfaction of Employees and Consultants in Healthcare Information Technology

As technology becomes increasingly crucial to healthcare practice and profitability, employees and consultants in medical IT (information technology) are much sought after. Once hired, they need to be retained—and that’s where job satisfaction comes in. Healthcare organizations must decide whether to address IT needs primarily with employees or non-employees (contractors and consultants). Since those who experience job satisfaction tend to be more productive and innovative, potential job satisfaction becomes one of many factors influencing this decision. Analyzing existing surveys, the authors found that healthcare IT employees were less satisfied with their jobs than were healthcare IT consultants and employees in general—suggesting the industry should examine and improve current practices for these important employees.

David W. Hays and Jennie Q. Lou

The Effects of Quality Management Theory on Assessing Student Learning Outcomes

As the federal government spends more on higher education, the pressure increases on schools to demonstrate positive results. Accreditation has been the primary tool used by the government to qualify a school for funding, but now evidence of student learning is also being requested. Unfortunately, standardized measures are lacking. This study based on a random sample of 45 accredited business schools in higher education used quantitative methods to examine the relationship between quality management theory and student learning outcome assessment. The correlation was positive and significant, and, while not determining causation, did indicate that applying quality management standards could enhance the assessment process.

Steven L. Parscale, John F. Dumont, and Von R. Plessner

Business Students and Ethics: A Cross-cultural Study between the U.S. and Vietnam

As global trade expands and includes new entrants, such as Vietnam, businesses must learn about values in other cultures. Responses by American and Vietnamese business students to 30 statements regarding ethics were analyzed using a 5-point Likert scale; 22 resulted in significant differences. Overall, U.S. students held higher ethical attitudes toward business than those in Vietnam. Many differences reflected major differences between the two cultures (e.g., emphasis on the group in Vietnam versus the individual in the U.S.). Areas of agreement included valuing honesty, integrity, and morality that exceeds merely making money and complying with laws. The study should interest those doing business with Vietnam, whose Communist government is encouraging some capitalist-style growth.

Lam D. Nguyen and Loan N. T. Pham
Academic Dishonesty Using Social Media: A Comparative Study of College Students from Canada and China

With the rise of social media, it has arguably never been easier for students to access opinions and research and pass them off—with or without editing—as their own. Is the problem worldwide? Surveying student volunteers in two large, four-year universities in Canada and China, the author’s analysis revealed that the Chinese group “rated higher in engaging in forms of dishonesty” involving social media, particularly sabotaging other people’s work. However, significant differences were lacking in other areas, such as selling a project or paper on social media or distorting meaning. For both groups, the most common form of dishonesty using social media tools was group collaboration on individual assignments. Cultural influences were not explored here, but could be in future research.

Monica D. Hernandez

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