



BHARATHIDASAN UNIVERSITY
Tiruchirappalli- 620024,
Tamil Nadu, India

Programme: M.A., HUMAN RESOURCE MANAGEMENT

Course Title : Global Human Resource Management
Course Code : 22HRM4EC9

Unit-II
International Recruitment

Dr. T. KUMUTHAVALLI
Associate Professor
Department of Lifelong Learning

International Recruitment

Key Issues, Approaches, and Emerging Topics

Introduction to International Recruitment

- - Recruitment across borders in a globalized world.
- - Addresses talent acquisition for multinational corporations.
- - Deals with diverse legal, cultural, and economic contexts.

Issues in International Recruitment

- - Legal and regulatory challenges.
- - Cultural differences impacting recruitment.
- - Talent availability and skill gaps.
- - Ethical concerns in recruitment practices.

Approaches to International Recruitment

- - Ethnocentric Approach: Parent-country nationals dominate key roles.
- - Polycentric Approach: Local nationals manage operations in their country.
- - Geocentric Approach: Best talent is sourced globally.
- - Regiocentric Approach: Regional talent pools utilized.

Criteria for International Recruitment

- - Technical competence and skills.
- - Cultural adaptability and awareness.
- - Leadership and decision-making abilities.
- - Previous international experience.

International Staff Transfer

- - Involves relocating employees across countries.
- - Key motivations: Knowledge transfer, career development, and skill shortages.
- - Types: Short-term, long-term, and permanent transfers.

Roles of Expatriates

- - Act as cultural bridges between home and host countries.
- - Facilitate knowledge sharing and innovation.
- - Represent corporate interests in international markets.
- - Develop local talent and strengthen teams.

Roles of Non-Expatriates

- - Employees involved in frequent international travel but based locally.
- - Maintain global connections without relocation.
- - Essential for bridging gaps between locations in a cost-effective manner.

Corporate HR Function in International Recruitment

- - Designs global recruitment strategies.
- - Ensures compliance with local regulations.
- - Manages expatriate assignments and support.
- - Aligns recruitment with business goals and global trends.

Factors Moderating Performance

- - Cultural adjustment and support.
- - Training and development programs.
- - Family integration in host country.
- - Organizational policies and communication.

Dual Career Couples

- - Challenges when both partners have careers.
- - Relocation may affect the partner's job prospects.
- - Support programs: Career counseling, job placement assistance, and flexibility.

Gender Issues in International Recruitment

- - Underrepresentation of women in international roles.
- - Stereotypes and cultural barriers.
- - Need for equitable opportunities and support systems.

Women Expatriates

- - Breaking barriers in global roles.
- - Demonstrating success in diverse environments.
- - Importance of mentorship and networking.
- - Addressing safety and inclusion concerns.

Training for International Recruitment

- - Cross-cultural training for employees and families.
- - Language proficiency programs.
- - Technical and managerial skill enhancement.
- - Diversity and inclusion workshops.

Challenges in International Recruitment

- - Managing diverse talent pools.
- - Overcoming legal and regulatory hurdles.
- - Addressing ethical dilemmas.
- - Balancing cost with effectiveness.

Emerging Trends in International Recruitment

- - Use of AI and technology in recruitment processes.
- - Emphasis on diversity and inclusion.
- - Remote work impacting global hiring strategies.
- - Sustainability in HR practices.

Success Stories in International Recruitment

- - Companies leveraging global talent effectively.
- - Case studies of innovative recruitment practices.
- - Insights from leading multinational corporations.

Ethical Considerations in International Recruitment

- - Fair treatment of candidates from different regions.
- - Avoiding exploitation of talent in low-income countries.
- - Transparency in recruitment practices.
- - Adherence to international labor standards.

Role of Technology in International Recruitment

- - AI-driven recruitment platforms.
- - Video interviews for remote hiring.
- - Global talent databases and analytics.
- - Online assessments and simulations.

Conclusion

- - International recruitment is vital for global business success.
- - Addressing challenges requires strategic planning and innovation.
- - Focus on diversity, technology, and ethics ensures sustainability.
- - Preparing for the future with adaptability and foresight.