

## Acculturation as one of the Keys to Success for Expatriate Managers

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### Abstract

Cultural assimilation is the procedure that is connected with social, behavioral and mental alteration of the individual's experience as a consequence of intercultural associations. The test point in such manner is that cultural assimilation technique that ostracizes receive might altogether test their qualities and trusts. Since qualities and values constitute the most vital measurement of one's close to home honesty, I trust that effective cultural assimilation is one of the key elements that guarantees achievement of the expatriate's task. On a comparable note, a few specialists proliferate training as method for effective cultural assimilation process. Such training ought to be directed preceding the ostracize's takeoff to the host country. Support of the home office that is every now and again missing is seen by a few analysts as the most vital part of expatriate's effective mission, particularly that it is the home office that generally puts most noteworthy desires of the expatriate's task.

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multicultural context, understand social identity and cross-cultural diversity, as well as other crucial constituents pertinent to partners' interactions. One noteworthy aspect in this regard is referred to as acculturation (Samnani, Boekhorst, & Harrison, 2013).

Acculturation is the process that is associated with cultural, behavioral and psychological adjustment of the individual's experience as a result of intercultural interactions (Samnani, Boekhorst, & Harrison, 2013). These processes are

In 1960, the idea of "global village" was coined by Marshall McLuhan, whereby people are expected to interact with each other rather closely (Josien, 2012). This idea is distinctly pronounced today, especially in the context of multicultural corporations. With the increasingly emerging globalization processes, the need to understand the underlying difference existing between various nations is becoming increasingly important. It is necessary to anticipate the possible reactions of the business partners in the

prevents from being successful.

However, the likelihood of success of expatriates can be predicted based on the skills in the key factors that the candidate possesses and that contribute to acculturation. Such skills may include the willingness to understand the underlying reason behind the host-nation's behavior, express their genuine concerns to help individuals in the host nation, as well as even the ability to relax and reinforce oneself thanks to outside-the-job activities. In contrast, some researchers suggest the model for successful adaptation that includes psychological hardiness and cultural distance.

On a similar note, some researchers propagate training as means of successful acculturation process. Such training should be conducted prior to the expatriate's departure to the host country (Josien, 2012). Support of the home office that is frequently lacking is seen by some

not clearly understood to-date, especially in the practical context, due to the complexity of their nature (Hogan & Goodson, 1990). According to some researches, some 25% to 40% of expatriates leave their assignments with well-paid jobs for the reasons that are strongly associated with acculturation dimension of their performance (Josien, 2012). The challenging point in this regard is that acculturation strategy that expatriates adopt may significantly challenge their values and beliefs (Mendenhall, & Oddou, 1986).

Since values and beliefs constitute the most pivotal dimension of one's personal integrity, I believe that successful acculturation is one of the key factors that ensures success of the expatriate's assignment. The inability of the expatriate to adjust to the host country's social and business environment may result in cultural shock that overwhelms him or her and

successful training (and learning) and support of the head office may significantly contribute to successful functioning and completion of the expatriate's assignment while creating grounds for future successful cooperation. Thus, this is money and time well spent, especially for the managers in the 21<sup>st</sup> century.

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researchers as the most crucial aspect of expatriate's successful mission, especially that it is the home office that mostly places highest expectations of the expatriate's assignment (Mendenhall, & Oddou, 1986).

Saeed (2008) propagates understanding of cross-cultural differences as a crucial aspect of the contemporary global context of the business environment. Cultural distance and hardiness are seen as successful strategies by some researchers (White, Absher, & Huggins, 2011) while others view preparation as the missing link for success (Hogan & Goodson, 1990). Last but not least, training seen as the most rewarding strategy ensuring success of expatriate's mission since it improves communication and as such management both abroad and with the home office (English, 2001). I think, due to the complexity of the acculturation processes, both

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