Implementation of Internationalization Strategy of HR Management

Yan Liang
Implementation of Internationalization Strategy of HR Management

The highest stage of the cross-cultural HR management is the global stage, which is the pursuing goal of every multinational enterprise. Why it is most effective? Because it reasonably allocates and uses the human resources in the global scope on basis of the people’s capability without any concern on his nationality, which is more suitable for the requirements of the global strategy which is developing.

1. The requirements needed to satisfy so as to implement the internationalization strategy

Moreover, to make the implementation of the internationalization strategy of the HR management with the global leading become true, the next two requirements must be satisfied:
First, the talent warehouse in the global scope should be built without any limit of the nationality and geography, so that the company can attract and acquire the required managers and special technological talents in the global scope. In this aspect, Haier has built a typical example for us. It absorbs the excellent human resources from both the outside and the training its own international talents through the channel of building the university and international training centers
Second, the suitable system of benefits and performance is also eager to be founded, which is considered as the most important method used to attract the talents. Here just take Microsoft’s valuable experience for example, which is worthy to be learnt by many countries in the world including the developed and the developing. During the construction of the benefits, the part of salary is only laying in the middle level in the same industry, however, the weight of the shares and option is enough to attract the majority of the talents. Its system of the performance management mainly consists of the personal plan of the tasks and goal, the curve of the performance scores and the additional salary connected directly with the performance scores and the bonus, all of which help the formation of the competition inside the company to drive the employees automatically surpass him and the others.

2. The current weaknesses which block the smooth implementation of the internationalization strategy to some extent

However, in the practice, the implementation of the localization strategy of the HR management is accompanied with a series of weakness hard to overcome, due to the strong requirement of the local company that the local employees must be appointed as the managers even through the method of the national intervention, which could be detailed described from the next two aspects:
First, in order to make the management staff internationalized, it is becoming necessary for the multinational enterprises to recruit dispersedly the employees in a much large scale, do trainings of the relative local language and the local culture for them and further make the shifts of the managers and their family members among different countries, all of which of course is possible to make the cost of the implementation of the internationalization strategy much more.

Second, This strategy requires the enterprise to carry out the deep centralized control regarding the HR management which meanwhile limits the decision making power of the managers in various districts on the aspects of choosing the suitable persons.

3, Final Conclusion

To sum up a series of consecutive measures taken to make the cross-culture HR management effective, the above six measures have been fully discussed above, it is necessary to form a right recognition on the cultural divergence and conflict, the cross-culture communication model need to built in the company, it is necessary and important to do the cross-cultural training, building the “alloy” company culture, putting the localization strategy of the HR management into force and the implementation of the international strategy of the HR management with the global leading is the most effective.

What is to be noticed here is that the former measure is the foundation of the latter, in other words, the latter measure is the development and deepening of the former among the six consecutive measures, so we should strictly obey the order of the six measures to achieve the goal of doing the cross-culture HR management effectively.