

The Global Challenge: International Human Resource Management

By Paul Evans, Vladimir Pucik, Ingmar Bjorkman

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Through its focus on human resource management and organization, The Global Challenge: International Human Resource Management, provides a broad guide on how to manage the process of internationalization, with a particular focus on the transnational firm. In this edition, authors Evans, Pucik and Björkman discuss the “people implications” of traditional strategies for internationalization and how such strategies get executed through human resource management (HRM). They discuss such important topics as: how to manage expatriates from the parent country; how to go about adapting management practices to circumstances abroad; how to localize management; how to recognize and ultimately avoid obstacles in joint ventures; how to expand across borders through acquisitions; how to respond to the contradictory pressures of the transnational firm, where HRM has a critical role to play in enabling managers to resolve these paradoxes in innovative ways; how global competition is changing the nature of management and organization, even for firms operating in domestic markets. The book draws on practical examples from companies that have experienced the real challenges of international HRM. The authors carefully balance these real business applications with a wide scope of academic research. The issues presented in the first edition of this book have been updated throughout with new information from research and practice.

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Editorial Review

About the Author
Paul Evans is the Shell Chaired Professor of Human Resources and Organizational Development and Professor of Organizational Behavior at INSEAD in Fontainebleau, France, and Singapore. British by nationality but raised in Africa, he has a PhD in Management and Organizational Psychology from MIT, an MBA from INSEAD, a Danish business diploma, and he is a graduate in law from Cambridge University. He has led INSEAD's activities in the field of international human resource management for many years, directing many of their executive programs in this domain. He was titular professor at the European Institute for Advanced Studies in Management in Brussels, and he has taught at Boston University, MIT, l'Université de Montréal, Skolkovo Moscow, Stockholm School of Economics, the University of Zurich, and Cornell University, among other schools, as well as spending periods as visiting scholar at the University of Southern California, UC Berkeley, and as visiting professor at London Business School. His research interests focus on international human resource management, leadership and the management of change, while his long-standing intellectual interest is in the dualities that underlie human and organizational behavior. Among his books are a pioneering study of the relationship between the professional and private life of executives, Must Success Cost so Much? (translated into seven languages), and the first book on international HRM, Human Resource Management in International Firms: Change, Globalization, Innovation. Former board member of the Human Resource Planning Society, he is the founding board member of the European Human Resource Forum (EHRF), a project-oriented network with 120 corporate members. He received an "outstanding teacher of the year" award from INSEAD's MBA students for his course on IHRM, and he has worked as an advisor or directed/taught programs for more than 120 multinational corporations.

Vladimir Pucik is Professor of International Human Resources and Strategy at IMD in Lausanne, Switzerland. Born in Prague, Czech Republic, where, after trained as a software engineer, he studied international economics, law, and political science. He continued his studies in the US, where he received MIA in international affairs (specializing in East Asia) and Ph.D. in business administration from Columbia University in New York. Before joining IMD, Professor Pucik held faculty appointments at the Graduate School of Business, University of Michigan and at the Industrial and Labor Relations School, Cornell University. He has also held a number of visiting appointments in universities around the world, including INSEAD, with three years as a visiting professor at Keio and Hitotsubashi universities in Tokyo. Professor Pucik's research interests include global people strategies, international dimensions of human resources and organizations with a particular emphasis on China and Japan, and implementing M&A and strategic alliances. He has published extensively in academic and professional journals, such as Academy of Management Review, Harvard Business Review, Human Resource Management, Human Resource Planning, Journal of Applied Psychology, Strategic Management Journal, as well as contributed to a number of books and monographs in the area of international business and human resource management. He currently advises several new high-tech ventures and has consulted and conducted workshops for global corporations worldwide, including Allianz, Amgen, Baosteel, Baxter, Canon, Hitachi, Intel, KPMG, Nokia, Samsung, Shell, Total, Toyota, and Vodafone. Professor Pucik also teaches in executive development programs for business schools in Asia, Europe, and the US.

Ingmar Björkman is Professor of Management and Organization at the Hanken School of Economics in Helsinki, Finland. Raised in Norway, he receiving his Ph.D from the Hanken School of Economics after having done parts of his doctoral studies at Stanford University. He has held visiting positions at Hong Kong University, ESSEC (Paris), INSEAD (Fontainebleau), and SCANCOR (Stanford University) and has also

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