

Yvonne McNulty

From: Yvonne McNulty [ymcnulty@thetrailingspouse.com]
Sent: Monday, October 29, 2007 8:56 AM
To: 'Yvonne McNulty'
Subject: Brown Bag Seminar in KL, Malaysia on Expatriate Return on Investment - Monday, 17 Sep '07

Dear colleagues,

The School of Business cordially invites you to a School of Business Brown Bag Seminar on Monday, 17th September 2007.

Topic : ***“Measuring Expatriate Return on Investment: Empirical Evidence from Global Firms”***

Speaker: ***Yvonne McNulty***
Phd candidate, Department of Management
Monash University, Australia

Date : ***Monday, 17th September 2007***

Time : ***12pm – 1 pm***

Venue: ***Meeting Room 2, Level 5, Building 6 (Room 6-5-36)***

Abstract

Obtaining a return on investment (ROI) from expatriates is viewed as important in many global firms, as evidenced by the considerable efforts of firms to reduce the costs of their mobility programs. A recent study at Monash University examined how expatriate ROI is measured for long-term assignments in 50 global firms, representing a total population of 56,000 expatriates (including 37,000 long-term assignees), across 18 industries, and with headquarters in North America, UK, Europe, Africa, Asia Pacific and Australia. Findings suggest that firms do not have formal procedures in place to measure expatriate ROI and instead rely heavily on informal practices that are predominantly used in spite of a global strategy, not because of it. The study found that measuring expatriate ROI is a challenging and complex process that managers are not equipped to address.

This seminar reports findings from the study to explain how managers in global firms currently define and measure expatriate ROI, including the barriers that prevent them from implementing formal ROI procedures, and the factors likely to impact it. Best practice recommendations are offered from those firms in the study utilizing innovative programs to improve rates of returns from international assignments.

About the Speaker

Yvonne McNulty is a PhD Candidate in the Department of Management, Faculty of Business and Economics, Monash University, Australia. She holds a Bachelor of Business degree in Human Resource Management, and a Bachelor of Business with Honours degree in International Human Resource Management from Southern Cross University, Australia. Yvonne's PhD research focuses on the management and measurement of international assignees and their impact on firm performance for global organizations. She has broad corporate experience with over 9 years in large US, Australian, and UK corporations, and 5 years fulltime service in the Royal Australian Navy. She lectures in International Human Resource Management and International Management, and has guest lectured in both undergraduate and MBA courses at various universities in the US and Australia.

Yvonne has presented at local and international conferences in USA, Europe and Asia Pacific, including the recent 11th World HR Congress in Singapore in May 2006, and the Deloitte Annual EMEA International Assignment Services Conference in Barcelona in June 2007. She has published over 20 articles in the academic and practitioner literature, including a book chapter in "[New Directions in Expatriate Research](#)" (Palgrave-MacMillan) published in October 2006; she has also featured in The Financial Times, The Australian Financial Review, and HR Monthly. In 2004 she was awarded "Best Paper" by the IM division of the US Academy of Management meeting, and has twice been awarded "Best Reviewer", in 2005 and 2007.

Yvonne is a member of the US Academy of Management, Academy of International Business, Singapore HR Institute, and Singapore Institute of Management. When not busy raising her two infant daughters, she lectures, takes regular naps, and dreams of one day playing golf again.

Light refreshments will be served after the seminar so please RSVP to Stephanie.pang@buseco.monash.edu.my. Seats are limited so book early!

Thank you and we forward to seeing you at the seminar.

Stephanie Pang
Research Manager
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