

**CULTURAL DIFFERENCES: THE CHALLENGES FACED BY EXPATRIATES**

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**ABSTRACT**

Expatriation is a common practice among multinational corporations (MNCs) for international assignment. As more expatriate employees enter the workforce, several trends are converging to create a greater need for expatriate training and preparing to recognize how intercountry cultural differences affect the success of businesses. Insufficient cultural training can lead to business disasters for MNCs and expatriates. The expatriate failure has become a major concern and cause for considerable research and debate for the management of international employees' literature. If MNCs are to be successful in a global business environment, they need to realize the importance for in-depth cultural training and development to get the maximum productivity from expatriates. They need to find the best way to develop talented expatriates and prepare them to meet the challenges of working in foreign countries and understanding the cultures of the operational theaters they are posted to by MNCs. This paper examines the essential challenges associated with the main reason for expatriate failure and their inability to adjust to the cross-cultural demands of the different host-country environment.

Keywords: