

Challenges

of

International

HRM

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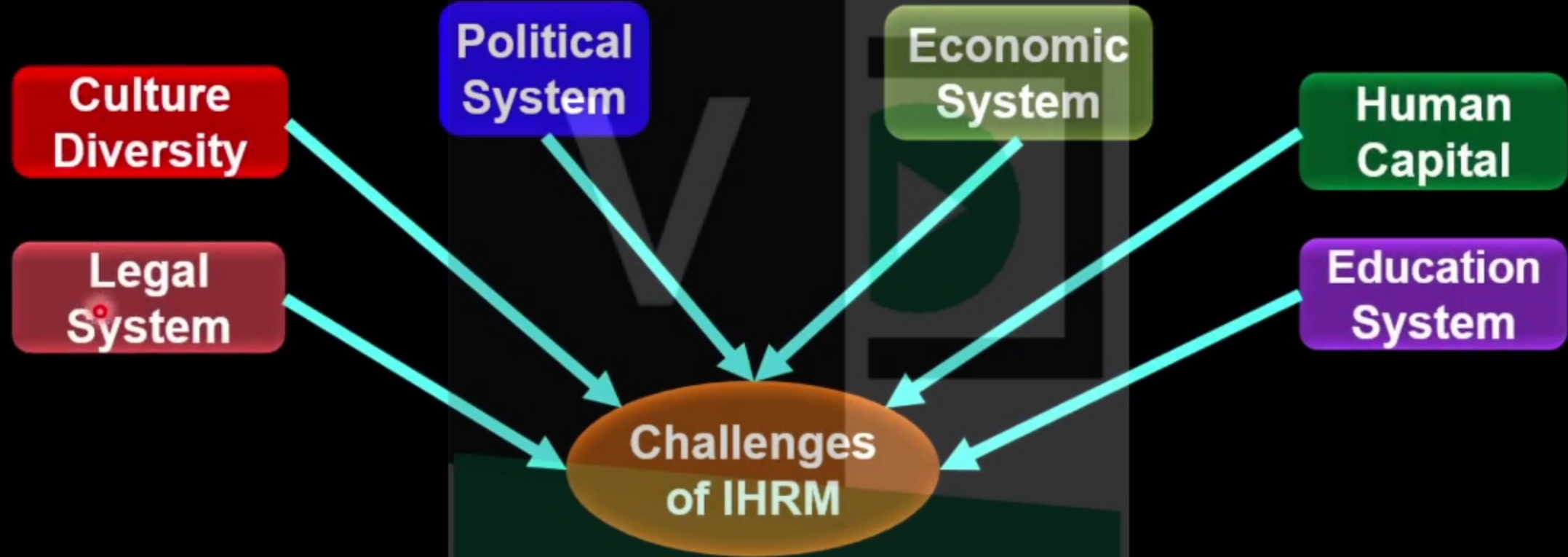


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Variation in-country environment – **PESTEL Analysis** - **Political, Economic, Social, Technological, Environmental and Legal** factors of different countries.

Challenges of International Human Resource Management



Variation in-country environment – **PESTEL Analysis** - **Political, Economic, Social, Technological, Environmental and Legal** factors of different countries.

Culture Diversity

- ➔ Language & hence communication issues (e.g., spoken, written, body)
- ➔ Roles of religion e.g. sacred objects, prayer, taboos, holidays, etc.
- ➔ Social organizations e.g. social institutions, interest groups
- ➔ Environment diversity
- ➔ Different values and attitudes e.g., time, achievement, risk taking

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