

The cross cultural recruiting management essay

[Business](#), [Management](#)



Student's Name Institution Cross-Cultural Recruiting in China Cross-cultural is known to bring about diversity in business organizations. This is why most HR managers in Chinese organizations rely on and appreciate the need to staff their firms through cross-cultural recruiting. There are a number of benefits, such as more respect and cooperation among the employees and promotion of equality and inclusion, which these organizations obtain from cross-cultural recruiting (DuBrin, 2011). China is one of the countries in the world whose organizations are well known for cross-cultural recruiting. The HR policies and practices of the Chinese organizations are formulated in such a way that they allow their HR managers to successfully recruit employees from diverse cultural backgrounds (Loroche & Rutherford, 2007). The journey to cross-cultural recruiting begins by advertising job vacancies in a wide variety of places. The Chinese organizations avoid advertising job vacancies through regular channels or contacting potential candidates as the two means are not effective in bringing new employees with diverse talents into the firms (Loroche & Rutherford, 2007). Instead, the organizations advertise job positions in a wide range of places, such as employment service centers, community boards, cultural community groups, community and local ethnic newspapers, local community centers, and other forms of media that can reach local institutions and the ethnic communities in the area. The organizations ensure that all the job advertisements they make go beyond sector specific media to enable them to attract employees of different cultures (DuBrin, 2011). The management personnel of these organizations also attract workers of diverse cultural backgrounds by promoting them as the best places to work at. Workers tend to avoid working in companies that

portray themselves as non-profit organizations as they are not exposed to as many challenges as they would want to (DuBrin, 2011). The Chinese companies attract potential workers by organizing job fairs and other networking events through which their HR managers are able to meet potential workers of different cultures. Consequently, the networking events enable these organizations to increase their chances of drawing potential workers from different communities (Loroche & Rutherford, 2007). Another way through which the Chinese organizations achieve a high-quality cross-cultural recruitment is by building relationships with associations and cultural groups that work with varied communities. Most of the organizations contact local immigrant agencies based in China to advise their clients on the kinds of employment opportunities that they offer (Loroche & Rutherford, 2007). This has been effective in improving the organizations' profiles among Chinese citizens from different locations. In some occasions, these organizations make good use of programs such as the post-graduation work permits offered to international students and the temporary foreign worker schemes. These programs enable the organizations to recruit employees beyond the country's boundaries (DuBrin, 2011). The Chinese organizations maintain a workforce consisting of employees of diverse cultures through effective operating procedures and efficient organizational structures. The organizations have systems that ensure equality in visibility, responsibility and voice. The organizations have a decision-making system in which all employees are given a chance to make a contribution. Every employee, despite his or her cultural background, is involved in all meetings that are organized by the companies. The organizations also have policies and

programs that help them fight any kind of intolerance such as sexism, racism, and ethnicity (Loroche & Rutherford, 2007). It is evident that Chinese organizations are performing extremely well in global and cross-cultural recruiting. Almost all the companies based in China have a workforce that comprises individuals of different cultural backgrounds. For instance, the Chinese research and development organizations now lead worldwide in recruiting employees from diverse cultural backgrounds (see Chart 1). It is also predicted that in the next a half a decade, Chinese companies will be the leading organizations that nurture talents and skills of employees drawn from varied ethnicities. The factor that leads to the good performance of Chinese companies in cross-cultural recruiting is the competition for talent recruitment as well as the nurturing and retention practices that are currently undertaken in China (New Asia Innovation, 2012).

Chart 1: Percentages of Research & Development Organizations with Cross-Cultural Employees

The Chinese companies are equally effective and they work hard to drive innovation within and without the country. The companies create strong local leadership strategies that ensure that cross-cultural stakeholders and leaders are attracted and retained within the organizations. The companies that excel in attracting and retaining cross-cultural customers and leaders enjoy greater returns on their investments. The companies bring in customers and workers from different countries to ensure that their workforces are made of individuals of different cultures and races (see Chart 2). This shows that the management personnel of most Chinese companies

are skilled enough and capable of effectively supporting national and international employees and customers (New Asia Innovation, 2012).

Chart 2: Percentages Internal & External Customers of Chinese Companies

In conclusion, it is evident that Chinese organizations perform excellently in global environment and cross-cultural recruiting. The organizations' human resource managers attract, recruit, and retain cross-cultural workers by advertising their job opportunities via many forms of media, promoting the organizations as the best places to in, and by building relationships with cultural groups that work with the varied communities within and out of the country. Cross-cultural recruiting helps these organizations to hire and retain a performance-oriented workforce.