

CHINA CROSSROADS

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Are Returnees Treated Unfairly in the Job Market?

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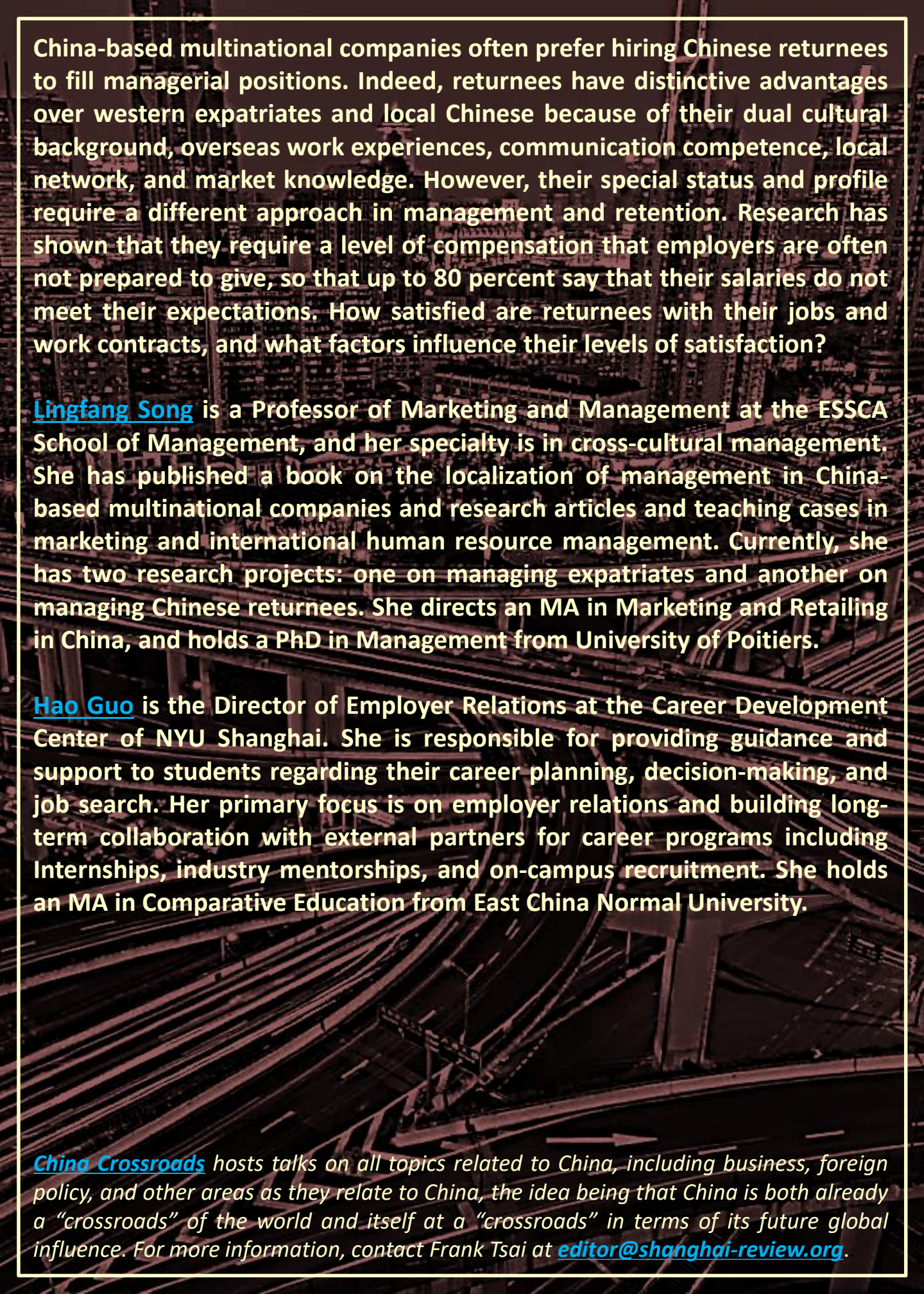


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China-based multinational companies often prefer hiring Chinese returnees to fill managerial positions. Indeed, returnees have distinctive advantages over western expatriates and local Chinese because of their dual cultural background, overseas work experiences, communication competence, local network, and market knowledge. However, their special status and profile require a different approach in management and retention. Research has shown that they require a level of compensation that employers are often not prepared to give, so that up to 80 percent say that their salaries do not meet their expectations. How satisfied are returnees with their jobs and work contracts, and what factors influence their levels of satisfaction?

Lingfang Song is a Professor of Marketing and Management at the ESSCA School of Management, and her specialty is in cross-cultural management. She has published a book on the localization of management in China-based multinational companies and research articles and teaching cases in marketing and international human resource management. Currently, she has two research projects: one on managing expatriates and another on managing Chinese returnees. She directs an MA in Marketing and Retailing in China, and holds a PhD in Management from University of Poitiers.

Hao Guo is the Director of Employer Relations at the Career Development Center of NYU Shanghai. She is responsible for providing guidance and support to students regarding their career planning, decision-making, and job search. Her primary focus is on employer relations and building long-term collaboration with external partners for career programs including Internships, industry mentorships, and on-campus recruitment. She holds an MA in Comparative Education from East China Normal University.

China Crossroads hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a “crossroads” of the world and itself at a “crossroads” in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.