



Transcultural Customization of International Training Programs (Transnational Business and Corporate Culture)

Hyunjoo Kim

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Addresses the question of how to provide for your employees' needs in training and education when they are located on the other side of the globe. This book suggests a systematic process model for transcultural customization of training programs that reduces delivery cycle, and enhances the effectiveness and efficiency of existing programs. Theories of culture and instructional systems design models have been reviewed and a case study was conducted to locate transcultural customizations needs and to develop the new model. The book explains why and how to provide culturally adequate training programs using only existing training courses. In addition, it offers specific guidelines on how to utilize the model in order to meet the individual needs of a global organization's headquarters.



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