

Key Success Factors in Expatriate Management in Multinational Medicine Industry

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ABSTRACT Medicine industry is considered as an emerging industry with the most development potential and the most influential technology industry on the quality of human life. After the boom in the past century, medicine industry still remains high profits globally, and the demands are continuously increasing. Nevertheless, in spite of the population increase, the ageing structure, and the increasing awareness of health, there is still no solution for lots of serious illnesses that the demands for new medicine and the technical innovation of biopharmaceuticals and genes become the new challenges in the industry and enhance the industrial transformation and globalized development. The economic conditions have rapidly changed in the societies in the 21st century and a lot of pharmaceutical enterprises are investing in internationalized operation and attracting the investment in international research and development energy, talent, and capital. With strong R and D capability and better production quality, Taiwan has broken through the dilemma of small market. Most importantly, new drugs are researched and developed for international marketing; a lot of pharmaceutical manufacturers therefore establish subsidiaries overseas. Taking China Chemical and Pharmaceutical Co., Ltd. as the research subject, total 200 copies of questionnaires were distributed and 124 valid ones were retrieved, with the retrieval rate 62%. Based on the total weight of the evaluation indices of the key success factors in the expatriate management in multinational medicine industry, the top five indices, within 20 evaluation ones, contain International Experience, Corporate Culture and Objective, Career Planning and Development, Local Cultural Adaptation, and Base Pay. The analysis of the empirical results is expected to provide a definite guidance and direction for the expatriate management in multinational medicine industry.