



Training concepts for industrial service staff in an intercultural context

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Structure

- Introduction
- Training Benefits
- Intercultural Adaptation of the Training Concept
- Conclusion and Further Research

Introduction

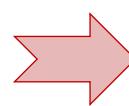
- Need for services in competitive world
- International business
- Need for trainings
- Upper Austria as the biggest export region
- Delphi method

Training Benefits

- Individual level
- Organizational level
- Macro level

Intercultural adaptation of Training Concept

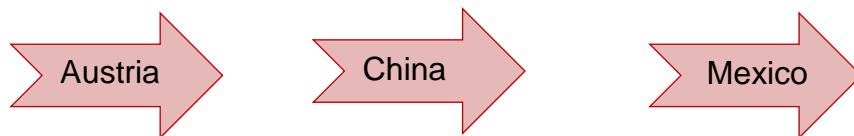
- Needs assessment
 - Company's goals
 - Needed skills set
 - Status quo
- Evaluation criteria
- Training Method



- case study
- games
- internship
- job rotation
- job shadowing
- lecture
- mentorship
- programmed instruction
- role-modelling
- role play
- simulations
- stimulus-based
- Team

Intercultural adaptation of Training Concept

- Power distance (Slovakia, Malaysia)
- Individualism (US) vs. Collectivism (China)
- Masculinity vs. Femininity (Saudi Arabia)
- Uncertainty avoidance (Albania, Ukraine)
- Long-term vs. Short-term orientation (Latin America)



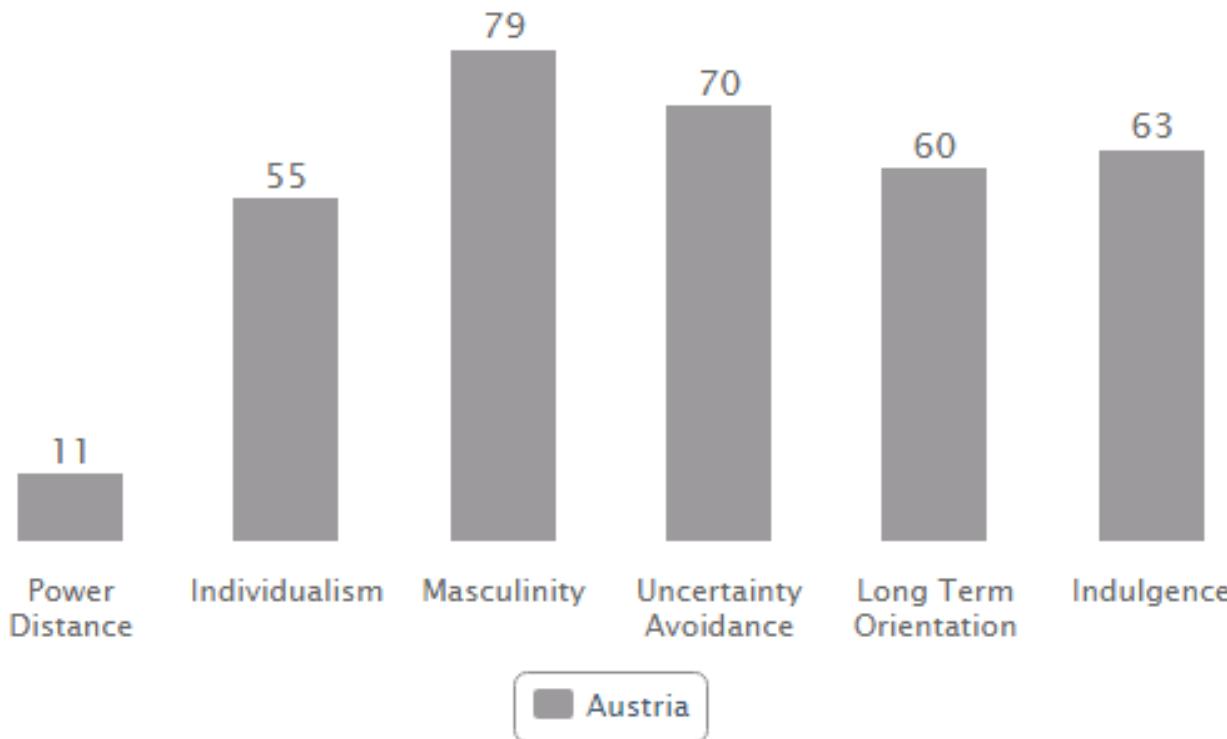
Questions?

Thank you for your attention.

<u>method</u>	learning modality	training environment	trainer presence	proximity	interaction level	cost consideration	Time demands
case study	doing	contrived	yes	face-to-face, or distance	variable	low	moderate
games	doing	contrived	yes	face-to-face or distance	interactive	moderate	high
internship	doing	natural	yes	face-to-face	somewhat interactive	low	high
job rotation	doing	natural	n/a	face-to-face	not interactive	n/a	n/a
job shadowing	seeing	natural	yes	face-to-face	not interactive	low	low
lecture	hearing	contrived	yes	face-to-face or distance	not interactive	moderate	low
mentorship	doing	natural	yes	face-to-face or distance	somewhat interactive	low	moderate
programmed instruction	seeing	contrived	no	distance	not interactive	moderate	low
role-modelling	seeing	simulated	yes	face-to-face or distance	not interactive	moderate	low
role play	doing	simulated	yes	face-to-face	interactive	low	low
simulations	doing	simulated	no	face-to-face	not interactive	high	moderate
stimulus-based	variable	simulated	yes	face-to-face	somewhat interactive	moderate	low
team	doing	contrived	yes	face-to-face or distance	interactive	moderate	low

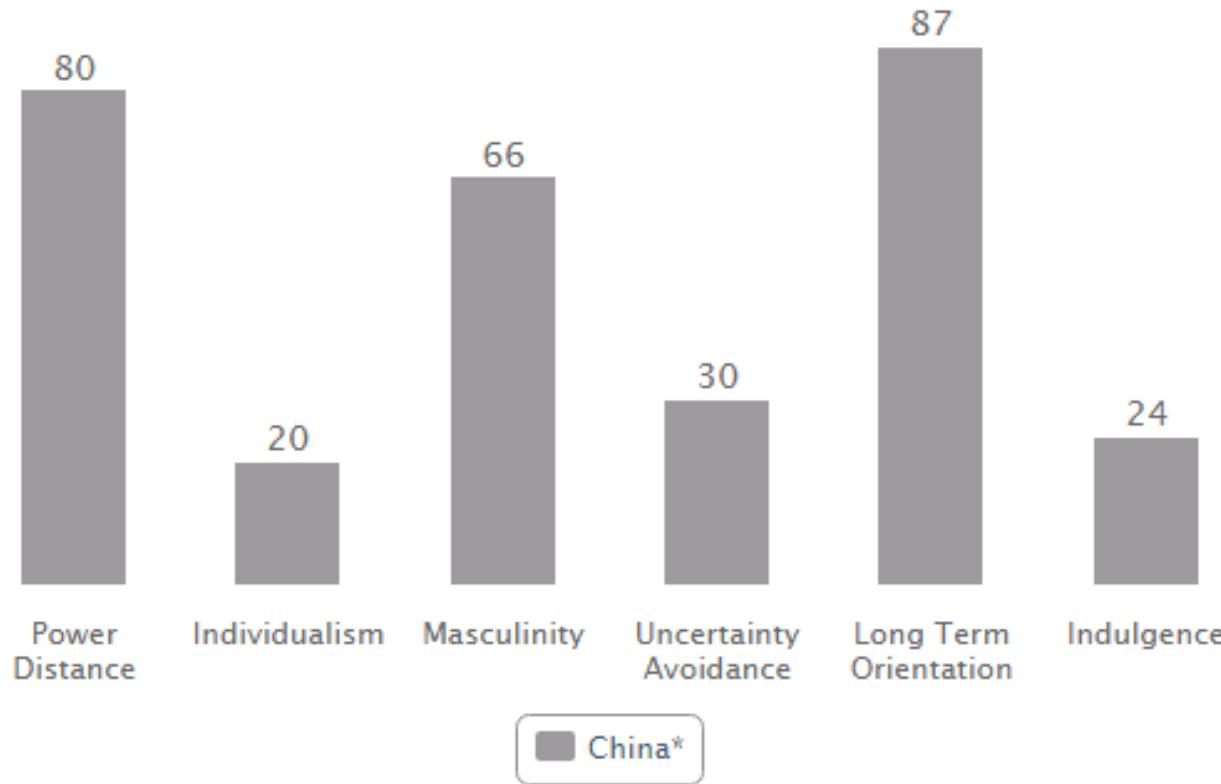
Source: Martin, Barbara Ostrowski, Kłodiana Kolomiro, Tony C. M. Lam (2013). "Training Methods: A Review and Analysis." In Human Resource Development Review, Vol. 13, No. 1, 1-25

Hofstede Dimensions - Austria



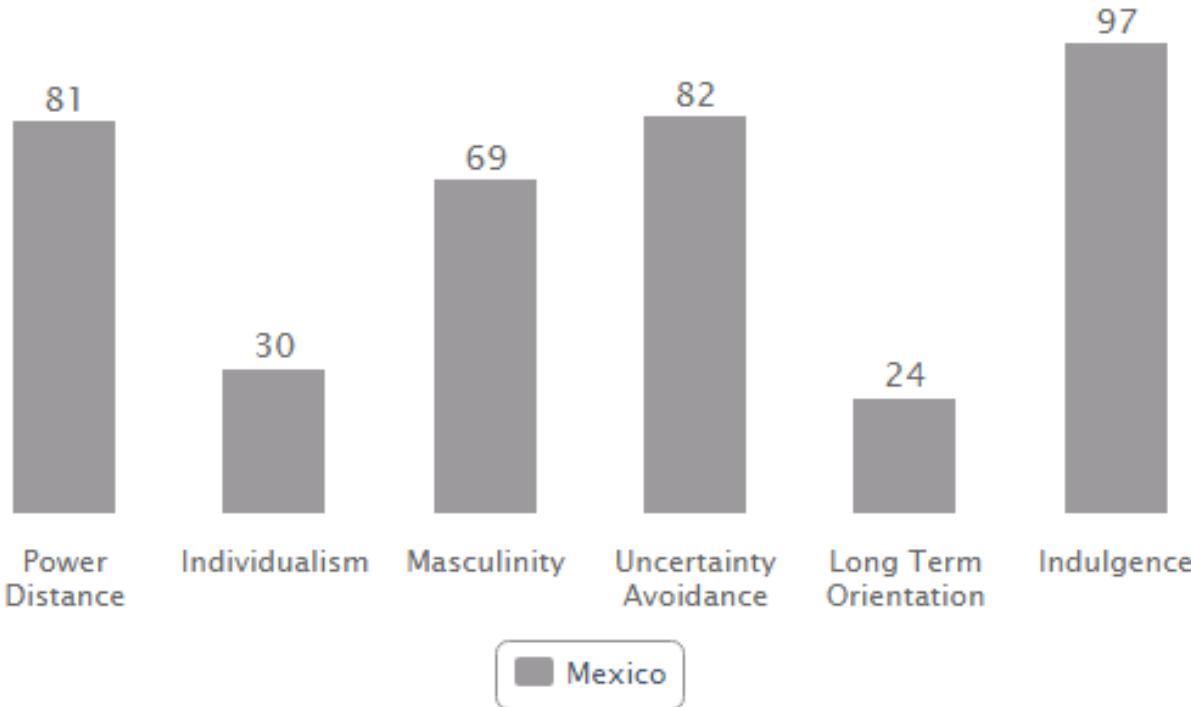
Source: Geert Hofstede, available at <https://geert-hofstede.com/austria.html>

Hofstede Dimensions - China



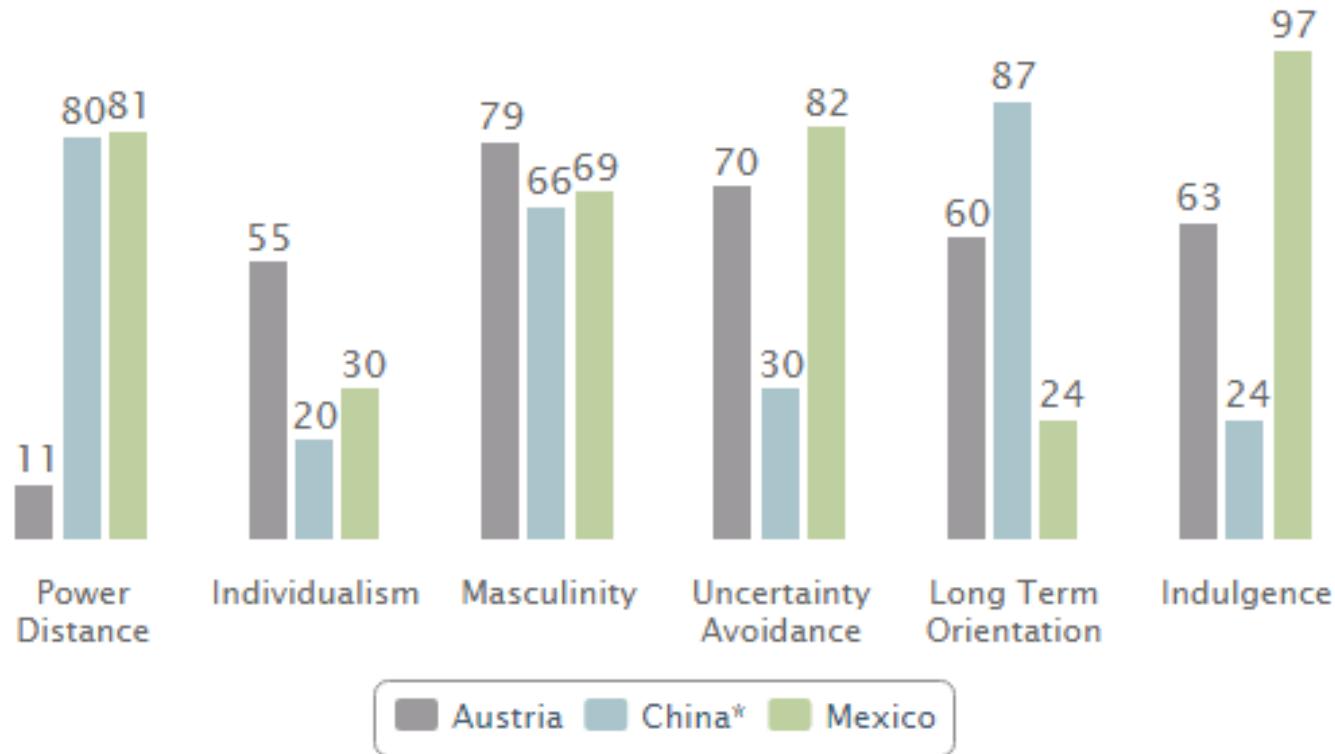
Source: Geert Hofstede, available at <https://geert-hofstede.com/china.html>

Hofstede Dimensions - Mexico



Source: Geert Hofstede, available at <https://geert-hofstede.com/mexico.html>

Hofstede Dimensions



Source: Geert Hofstede, available at <https://geert-hofstede.com/austria.html>