

# lunch seminar

Research Institute  
at Maison franco-japonaise  
UMIFRE 19 CNRS-MAEE

Thu. May 29<sup>th</sup>, 2014

12:30 - 14:00 | room 601 | in English (no translation)



With the generous support of  
the French Chamber of  
Commerce and Industry in Japan.

## The Complementary and Alternative Roles of Expatriates and Flexpatriates: A Qualitative Study of 47 French MNCs in Asia

**Speakers** Bruno AMANN (Univ. Paul Sabatier of Toulouse)  
Jacques JAUSSAUD (Univ. of Pau)  
Johannes SCHAAPER (Kedge Business School)

**Moderator** Jean-Michel BUTEL (MFJ, UMIFRE 19)

The development of high-speed, global travel and the concomitant spread of information and communication technologies have considerably changed the way people work across borders. This contribution investigates the roles and functions of flexpatriates, who include business travelers and short-term assignees, compared with long-term expatriates. Face-to-face interviews with 77 expatriate managers in charge of the subsidiaries of 47 French multinational companies (MNCs), located in 10 countries across Asia, reveal that French expatriation to Asia is contained but not declining. In specific cases French MNCs continue to expatriate considerably. Although the use of flexpatriation is increasing, this trend is not systematic in all MNCs. Finally, expatriates have more strategic, long-term roles, whereas flexpatriates complement expatriates by taking over more operational and functional roles. We conclude our talk with managerial recommendations as well as implications for further research.

**Bruno AMANN** is Professor in Management Sciences at Université Paul Sabatier in Toulouse, where he heads the Governance and Organizational Control research team. His research interests are in the field of family business, corporate governance, and international management.  
[www.bruno-amann.fr](http://www.bruno-amann.fr).

**Jacques JAUSSAUD** is Professor of Management at the University of Pau, where he leads the CREG research team in Management. His research interests cover business strategy, organizational control, and human resources management, with a particular focus on Japan, China, and other Asian countries.

**Johannes SCHAAPER** is Professor at Kedge Business School, Bordeaux, and is a member of the CREG research team (Univ. of Pau). His research interests are in the field of international management, from both strategic and organizational perspectives, as well as the marketing perspective, with a special focus on Asian markets.

### What is the Lunch Seminar at MFJ?

This typical event has been organized at the Maison franco-japonaise (Nichifutsu Kaikan) since 2004. It offers a presentation followed by a discussion dedicated to a specific issue of the time and it aims at bringing a better understanding of Japanese economy and society.

This is a brown bag Lunch Seminar: please bring your bento or sandwiches. Coffee available.

### How to attend the Lunch Seminar?

The participation to the Lunch Seminar is free but registration is strictly required. **Please apply online**, by accessing to the Lunch Seminar page in the event calendar:

[www.mfj.gr.jp](http://www.mfj.gr.jp)

For more information, see: [http://www.mfj.gr.jp/web/lunch\\_seminar/lunch\\_seminar.html](http://www.mfj.gr.jp/web/lunch_seminar/lunch_seminar.html).

### French Research Institute on Japan at Maison franco-japonaise

3-9-25, Ebisu, Shibuya-ku, 150-0013 Tokyo



### Information

from Monday to Friday from 9:30 to 18:00  
Tel : 03-5421-7641 Fax : 03-5421-7651  
HP : [www.mfj.gr.jp](http://www.mfj.gr.jp)