

Foreword

Akram Al Ariss

Entrepreneurship and Talent Management from a Global Perspective: Global Returnees, edited by Huiyao Wang and Yipeng Liu, is a book that blends research on international entrepreneurship and talent management in order to more comprehensively understand entrepreneurial mobility and talent in the entrepreneurial ecosystem.

‘Talent management’ is a concept that – unlike numerous others in the field of business – has emerged from the practice of business itself, notably consultancy business. It is not an academic theory that was later applied; from its existence in business, it drew the interest of academia. Talent management is generally understood in both theory and practice as the identification, recruitment, development, retention and management of ‘talent’ in such a way that the strategic business objectives of the organization are met. Global talent management (GTM) is precisely the same concept conducted at an international level. There are three principal sets of circumstances when GTM occurs. The first is in the management of expatriate employees. The second is in the management of non-expatriate employees that are located internationally. Both these are often seen in the case of large multinational companies (MNCs) with numerous branches located across the globe. Such MNCs require careful management of their internationally located talent in order to reach their business objectives and to do so rely often on human resource management (HRM) processes that are standardized across the various locations. The third set of circumstances in which GTM occurs is in the management of people (expatriate or non-expatriate) working in companies (local or international) in emerging or developing economies. This last situation has recently seen a growing need for and practice of GTM.

In this book, a fourth set of circumstances is recognized as one in which GTM is relevant: that of global entrepreneurship. This book takes into account individual entrepreneurs, often immigrants; organizations that promote local entrepreneurship across the world; and governments that seek to control the flow of talent into and out of national labor markets. Throughout the book, the authors pursue the joint themes of talent

management and entrepreneurship, concentrating in Part I on the case of China with a focus on the returnee, talent and public policy, and in Part II on lessons learned regarding talent management by entrepreneurs from experiences in both Europe and the US. Throughout both parts, the reader is made aware of internationally mobile talent and of the value of the talent of international as well as local entrepreneurs.

Professor of Human Resource Management
Toulouse Business School, France