

Women do not want international careers:
And other myths about international
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Organizational Dynamics

Volume 13, Issue 2, Autumn 1984, Pages 66-79

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[https://doi.org/10.1016/0090-2616\(84\)90019-6](https://doi.org/10.1016/0090-2616(84)90019-6)

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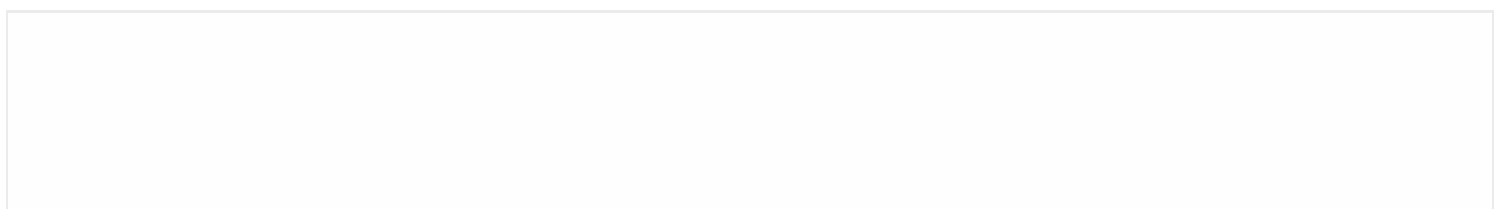
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In view of the increasing participation of North American businesses in the international market, multinational companies ought to examine whether their current reluctance to send women managers overseas is valid.

Women Do Not Want International Careers: And Other Myths About International Management

Nancy J. Adler

*N*orth American business is no longer domestic. By 1978, foreigners had bought United States properties with sales in excess of \$150 billion—an amount equivalent to 7% of the U. S. gross national product. In less than 25 years (1958–1981), the percent of gross national product (GNP) exported per year has more than doubled (4.0% to 8.1%). United States, foreign direct investment abroad has continued to grow at 10% per year on a base of \$164 billion dollars. Canada, with an

economy only one-tenth that of the United States, has attracted more foreign investment than even the United States has—that is, nearly \$50 billion Canadian dollars' worth compared with \$40 billion U.S. dollars' worth. Thus neither Canada nor the United States can enjoy the luxury of pretending that the rest of the world does not exist. International business has perforce become a major component of their business operations.

This research is supported by a grant from the Social Sciences and Humanities Research Council of the Canadian Government. The author would like to thank B. Shaffer for the creative ideas and research assistance that went into the formulation and conducting of the study.

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