



## Section –C

### Case Study

#### An International Career Move

John Markham is a biochemist who now works as a manager with Drugs From Bugs (DFB), an innovative international pharmaceutical firm. John has been with DFB for past 10 years. He is married and has two children (a daughter in High School and son in Kindergarten). His wife Anya, is a certified general accountant who works for a major accounting firm in the Toronto area. Their combined household income amounts to \$150000. The president of DFB has asked John to become the managing director of DFB's operations in Israel. The government there has just offered a number of incentives to international pharmaceutical firms that made Israel a highly desirable location in which to operate.

John is keen on increasing the business in Israel, but he has concerns about his future with the company. He has heard that life in Israel can be fascinating but also quite difficult for someone who has never lived outside Canada.

John has received a memo from Anne Monty, DFB's Vice President of HR: "John, I hear there are quite a few good websites about Israel. You might want to check them out. Meanwhile, I have asked the Israeli Tourist Board to forward some material to you. Are you free for lunch next week? I look forward to hearing your thoughts. Cheers,(signed) Anne."

#### QUESTIONS

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| Q1. Discuss the various issues that John should be concerned about regarding the transfer.                                       | 4 |
| Q2. What additional information should John seek from the HR Department?   | 4 |
| Q3 Suggest the type of financial and non-financial incentives that DFB might offer to John to induce him to accept the transfer. | 4 |
| Q4.What issues should DFB consider <sup>4</sup> when setting John's performance objectives for the International Assignment      | 4 |