



**CROSS-CULTURAL ADJUSTMENT ON EXPATRIATES' JOB PERFORMANCE IN  
CELCOM AXIATA BERHAD**

**RAJA NOORNADIA BINTI RAJA KAMAL**

**2011158543**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
BANDARAYA MELAKA**

**January 2015**

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**Submitted in Partial Fulfilment of the  
Requirement for the Bachelor of  
Business Administration (Hons.) International Business**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA KAMPUS  
BANDARAYA MELAKA**

**JANUARY 2015**

**DECLARATION OF ORIGINAL WORK**



BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGY MARA BANDARAYA MELAKA

**“DECLARATION OF ORIGINAL WORK”**

I, Raja Noornadia Binti Raja Kamal, (920212-07-5648)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of any independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF TRANSMITTAL

Date:

The Head of Program

Bachelor of Business Administration (Hons.) International Business

Faculty of Business Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah,

75300 Melaka

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**CROSS-CULTURAL ADJUSTMENT ON EXPATRIATES’ JOB PERFORMANCE IN CELCOM AXIATA BERHAD**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Yours sincerely,

Raja Noornadia Binti Raja Kamal

2011158543

Bachelor of Business Administration (Hons.) International Business.

## ABSTARCT

Celcom Axiata Berhad is among the largest Telecommunication Company in Malaysia. In order to maintain its level of competitiveness in the industry, they would hire professional manager or expatriates from different country to achieve that mission. The purpose of this research is to study the cross-cultural adjustment on expatriates' job performance in Celcom Axiata Berhad. Through this research, researcher wants to identify the relationship between cross-cultural training and expatriates' job performance, the relationship between organizational and family support and expatriates' job performance, the relationship between personality and expatriates' job performance and lastly the relationship between emotional intelligence and expatriates' job performance. Furthermore, researcher also wants to identify which of the factors to be the main key determinant that affects expatriates' job performance in Celcom Axiata Berhad.

For this study, researcher is using census sampling technique, where 35 questionnaire were distributed to all the respondents who are the expatriates working in Celcom Axiata Berhad. Apart from that, researcher use primary and secondary data for supporting the sampling technique. The findings are interpreted through Frequency, Descriptive analysis, Reliability analysis, Pearson correlation analysis and Correlation analysis using Statistical Package for Social Sciences (SPSS) 21.0. The respondents were being approach at Menara Celcom Axiata Berhad itself. The finding indicates that both dependent and independent variables has a relationship and they are significant.

**Keyword:** Expatriates' job performance, Cross-cultural training, Organizational and family support, Personality, Emotional intelligence.