

**Cross Cultural Knowledge and Adaptability of Expatriates on
International Assignments: A case of India**

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Abstract:

Purpose:

India improves rank in “Ease of doing business” which increases FDI in India. FDI comes with increase rate of expatriates in host country. India is a country with various cultures which decreases the expats efficiency as they don’t understand what to learn about culture of India. This paper developed a framework based on current era requirement to understand the culture specific knowledge in order to increase expats efficiency in international assignments.

Research Methodology:

To conduct this study data collected from 150 expatriates through Primary and secondary sources. EFA was used to reduce factors and impact of Factual, Conceptual& Attributional knowledge on expats adaptability was check via multiple regression technique.

Findings of the Study:

The study constructs new factors of Factual, Conceptual and Attributional Cultural knowledge affecting the adaptability of expatriates. In addition, the results showed that some factors cultural knowledge had great impact on adaptability, and some have partial impact. Result as per the responses of expatriates, showed that foreigners can live in India with having the information of some knowledge areas.

Research limitations:

This research was limited by total universe as government officials and private organizations didn't provide the total list of foreigners working and living in India as they found it creates security issues for foreign expats.

Implication of the Study:

This research is helpful for pre-departure training programs of expats as the developed scale enhances their culture specific knowledge which helps to work on long assignments and achieve success in international assignments.

Keywords:Factual, Conceptual, Attributional, Cultural knowledge, Expatriates, Adaptability, International assignment.

Introduction:

The world is drowning deeper in globalization such that cultures from one region can be found floating in other areas, looking so similar sometimes to the culture of their new location but never can be the same. In such situation's individuals on International Assignments in the 21st century seems to have a wider challenge[29]. The Indian market has expanded rapidly since the liberalization of its economy in 1991 to capitalize on that country's most important assets: the overall youth of its population (over 54% of its 1.2 billion population is under the age of 25); the vast availability of lower cost scientific, managerial and technical human power; adequate natural resources and raw materials; and a 250 million strong middle class that is growing by 20 million per annum[26]. Collectively, these factors have contributed to India's ascendancy as the third largest economy in the world on a purchasing power parity basis [45]. According to UNCTAD's 2017 survey of investment promotion agencies, India is one of the top three prospective destinations for FDI for 2015–2017, following China and USA [42]. India is among the fastest growing economies in the world. It is the third largest economy in terms of gross domestic product (GDP) based on purchasing power parity (PPP) and the sixth largest by nominal GDP [39]. Thus, India has become an attractive destination for FDI from around the world. Despite its growth potential, India ranks as one of the most challenging countries for expatriates [9]. In addition, India also scores high on the [45] 'ease of doing business' index – a ranking of 77 out of 190 economies. According to CIA report, it was found that Indian economy slowed in 2017 year, because of shocks of “demonetization” in 2016 and introduction of GST in 2017 [11].

After doing the extensive literature on expatriate [33] gave a broad definition of expatriate. They said that a person who lives outside their native country, and is physically mobile across international borders, whether for professional or personal reasons, whether for short or long periods of time, whether organizationally sponsored or not, and regardless as to whether one is crossing an ocean 'going overseas', or moving across land 'going abroad'). Different researchers found that Expatriates with incomplete knowledge of culture, language, legal system etc. makes difficult to perform well in international assignment [17, 18, 43, 2]. As culture is a strategic concern for many firms as they are working with international assignments, so experts having ability to transform tacit knowledge into explicit cross-cultural knowledge have an important role to play [24]. Cultural information is a vital determinant of one's ability to reduce misunderstandings with somebody from another culture. Cultural knowledge incorporates a positive impact on different [cross-cultural competence] attributes and maximizes intercultural ability [28]. The knowledge dimension of Cross culture includes specific and general knowledge, knowledge of culture, knowledge about language, and knowledge regarding the norms of interaction [25, 37]. Hofstede said, there are two different types of cultural knowledge, one is culture-general knowledge and other one culture-specific knowledge [23]. Culture-general knowledge can be defined as the knowledge of cultural differences of home region and host region and Culture-specific knowledge focused on specific knowledge about other's culture [28]. According to Bird and his colleagues there are three types of culture-specific knowledge, which is perceived as a hierarchy of learning and includes: factual, conceptual, and attributional knowledge. First one i.e. Factual knowledge focused on country's history, economic & political systems, different institutions, and social structure of society. Conceptual knowledge refers, to understand the value system of different cultural groups and reflection of these values in people's behaviours [23]. Such knowledge requires people to 'step out' of their cultural pre-so that they can understand another culture's values and beliefs [8]. These two types of knowledge, factual and conceptual, are explicit which can be easily transmitted through classroom lectures or readings, and can be easily assessed. The third type of culture-specific knowledge, attributional knowledge, reflects a keen awareness of suitable behaviour, building upon factual and conceptual knowledge in order to correctly attribute the behaviour of individuals in the target culture. Attributional knowledge is a tacit type knowledge [36]; as it is informal in nature, personal, & very difficult to communicate thus hard to teach in a formal atmosphere, such as a classroom-based

training program. Nonaka and Takeuchi said that socialization can enable the transmission of tacit knowledge: thus, regular contact to another cultures, through international visits, through overseas placements, or through the formation of cross-cultural teams, such activities can encourage the transfer of tacit knowledge [34].

The above discussed opportunities & challenges in current business environment of India renders international assignments performed by foreign expats in India as an interesting research topic. This study seeks to investigate, the factors that affect the expatriates' adaptability with an Indian cultural environment in light of the knowledge & opportunities associated with working and living in India. We focus on factual, conceptual and attributional dimensions of cultural knowledge of expatriate. Expatriates were selected from different parts of India, as India is a country of different cultures and it may be difficult for people who came from foreign countries to adapt and adjust with Indian culture so that they can perform well in their international assignments. These findings can shed important and useful insights on cultural knowledge of expatriates, both theoretical and practical, encountered by foreign MNCs in India.

Review of Literature:

This study investigates the cross-cultural knowledge required by expatriates to survive in a host country. As globalization has directed to a significant rise in cross-cultural communications, and therefore the matter of expatriates is substantial [30]. Expatriates are required as businesses are increasing at international level. As Enterprises follow business opportunities of the present era of speedy globalization, with one of the most challenging situations that is how to manage human resources on a worldwide level. To be successfully implemented, a global business strategy requires equally global human resource systems and a globally competent workforce [22]. Culture is highly important in the expatriate experience as expatriation often requires a high degree of interpersonal interaction between the members of different cultures. Norms and expectations related to expatriate encounters are, therefore, likely to vary with respect to host country culture [12, 44]. Culture incorporates an evolving set of shared beliefs, values, attitudes and logical processes that provide the cognitive maps that people within a given societal group use to perceive, think, reason, act, react and interact [41]. The main aim of cultural knowledge is to facilitate people and make them familiar so that, they become aware with other's culture. The knowledge learned from different cultures

will helpful in preventing the miscommunications, conflicts or failures in intercultural meets [10, 16, 27]. Hence there is an interest to guarantee a smooth communication between individuals coming from different cultures. The knowledge dimension of Cross culture includes specific and general knowledge, knowledge about culture, knowledge of language, and knowledge about the rules of interaction [25, 37]. According to Bird et al., informational training is required which further convey two different types of knowledge i.e. factual and conceptual knowledge which helps expatriates in living and working. The result also shows that length of stay affects expatriate behaviour in host country as it increases the time to get knowledge of local culture [3]. According to Linowes, factual knowledge consists of descriptions about behaviours and attitudes. Conceptual knowledge refers to cultural views and values about central concerns, this is an organizing instrument but it is not enough for the true understanding of culture. Attributional knowledge can be attained form personal experiences and from cultural mentoring (how people from other culture can act, react, and then formulating and reformulating the thoughts) [31]. Okpara said that age, gender, previous experience, cross-cultural training (CCT), socialization, and job satisfaction were the important predictors of expatriates' adjustment in host country. He said, that defined independent variables are helpful in assisting HR professionals in planning and implementing an appropriate Cross-cultural training program for employees transferring to a new culture [35]. As indicated by Aljbour, universal HR managers ought to be chosen on certain criteria in which age is the most significant factor. He inferred that age of expatriates plays a critical effect on their dimension of adaptability of host nation's way of life in light of the fact that the Standard deviation scores for all age classifications plainly shows the noteworthy impact of age on adaptability to culture [1]. As per Mullins and Gill, Culture, tax collection, guidelines, framework, wellbeing, and environmental components, for example, the way of life and typical cost for basic items, are among a portion of the components which assume a key part of an expatriate adjusting to their host nation [32]. Shi & Franklin, said that it is hard for business exiles to evade pressure and challenges in the host nation's culture which may incredibly diminish their job effectiveness. As indicated by them, the expatriates joined by their accomplices or relatives show better cross-cultural adjustment and job performance. Length of task demonstrates a weak connection with adjustment and execution, and, surprisingly, exile experience appears as prescient of expatriate effectiveness. Cross-cultural adjustment is commonly characterized as the procedure of adjustment to living and working

in an abroad culture [31]. It is the apparent level of mental comfort and understanding, an individual has with the host culture [6, 7]. They work on examining the connection between predictors namely job satisfaction, family support, learning orientation, organizational socialization, and cross-cultural training and the dependent variable named as cross cultural adjustment in a proposed model of culturally diverse alteration shows how these attributes assume a significant job in affecting expatriate adjustment and achievement [22]. The procedures that organizations use to choose expats for their residential and remote tasks have numerous likenesses. For either task, the applicant ought to have the specialized information and abilities to carry out the responsibility just as the knowledge and relationship building abilities to be a fruitful expatriate [40]. As indicated by Doz and Prahalad, organizations required those expatriates who have a sensitivity to nearby conditions and who can comprehend, work with, and direct individuals from different societies. Much of the time, the need to cope up with people whose culture is not similar as there, and the sentiment of being distant from everyone else can prompt pressure and low execution at work [15].

Objectives

Broad objectives of the study are:

1. To study the factors influencing Factual and Conceptual knowledge of expatriates in India.
2. To examine the impact of Factual and Conceptual knowledge on adaptability of expatriates in India.

Hypotheses

Broad hypotheses for the study are:

- H01: There is no impact of factual knowledge on expatriate's adaptability.
Ha1: There is an impact of factual knowledge on expatriate's adaptability.
- H02: There is no impact of conceptual knowledge on expatriate's adaptability.
Ha2: There is an impact of conceptual knowledge on expatriate's adaptability.
- H03: There is no impact of conceptual knowledge on expatriate's adaptability.
Ha3: There is an impact of conceptual knowledge on expatriate's adaptability.

Material and Methods:

Research Methodology are divided into three sections (A, B, C). First section (A) includes data collection methods, Measurement scale, sample size, sample area etc. Section (B) contains the reliability analysis and Cronbach alpha coefficients. Lastly, section (C) includes the results of extracted factors through exploratory factor analysis.

Section A-For conducting the present study both primary and secondary data were used. Primary data was collected through questionnaire method and Secondary data was collected from the previously available research work, Government and private published and unpublished reports, magazines and journals etc. The survey questionnaire is in two distinctive languages, English, & Japanese as most of the respondents are comfortable in filling the questionnaires in English language but most of the respondents from Japan are not comfortable in answering the questionnaire in English, that's why the researcher converts the questionnaire in their understandable language with the help of language professionals. Questionnaire had two distinctive sections, first section includes the expatriate's profile (basic Personal information, educational background, International experience, Cross cultural training etc.) and the second section of questionnaire includes statements related with Cultural Knowledge (Factual, Conceptual & Attributional) based on previous research and expats adaptability. Five point -Likert scale (range from 1= strongly disagree to 5= strongly agree) was used.

A Sample is a segment of the population selected to represent the population as a whole. Ideally, the sample should be representative and allow the researcher to make accurate estimates of the thoughts and behaviour of the larger population. The sample size of 150 expatriates was taken for the study. Sample was drawn from the various expatriates in Delhi & Delhi NCR, Maharashtra, Gujarat. Respondents are from different countries like U.K., U.S.A., China, France, Japan, South Korea, Nepal, Brazil, Czech Republic etc.

Appropriate statistical techniques were used in the study to analyse data. In the present research, after the data collection, exploratory factor analysis was used to reduce factors and multiple regression was used to check the impact of Factual, Conceptual & Attributional knowledge on expats adaptability.

Cronbach's Alpha	N of items
0.814	58

Section B- The reliability analysis result showed that the Cronbach's Alpha was 0.814 for 58 items. In this study, the reliability analysis result showed more than 0.65, hence, this instrument used in this study had a high reliability value.

Section C-The KMO (Kaiser-Meyer-Olkin) and Bartlett's test measure of sampling adequacy was conducted to check the appropriateness of Factor analysis. Factor analysis is said to be suitable if the calculated value of KMO is 0.6 or above and Bartlett's test should be significant @ 5% level of significance. The KMO value for factual knowledge was 0.628, which was greater than the recommended value of 0.6 (Kaiser, 1974). For conceptual knowledge the KMO value was .764 which was also higher than the given standards and adequate for factor analysis. Similarly, the value of Bartlett's test of sphericity was also found significant as the Chi-square value = 647.032 with degree of freedom of 120 @ 5% level of significance ($p = .000$) and 254.504 with degree of freedom of 21 @ 5% level of significance ($p=.000$) respectively. It also signifying that correlation matrix is not distinctive matrix and hence the data is appropriate and valid for factor analysis. Principal Component Analysis (PCA) with Varimax rotation and eigen value (≥ 1) was used and only those elements were hold with factor loadings ≥ 0.50 (Hair et al., 1998). The Total Variance Explained depicts that there are total 16 items for factual knowledge which are covered by 5 factors and have cumulative percentage up to 62.783% of the total variance. 7 items for conceptual knowledge have taken out of them 2 factors are extracted which have 57.590% of the total variance. 7 items for Attributional knowledge had taken and 2 new factors were formed for this knowledge which explained 58.536% of variance.

On the basis of above discussion researcher found that total 9 factors are extracted for cultural knowledge, 5 are of factual Knowledge, 2 are of Conceptual Knowledge and 2 for Attributional Knowledge. The output of factor analysis is generated by rotated component matrix and only those variables are taken into consideration which has factor loading greater than 0.5.

Table I					
Factor Name		Eigen Value	Variance Explained (%)	Item Convergence	Factor Loadings
FACTUAL KNOWLEDGE	Legal Awareness	2.214	13.840	CK4	.851
				CK5	.838
				CK31	.641
	Political Awareness	2.124	13.275	CK41	.805
				CK42	.715
				CK32	.609
				CK40	.563
	Rights & Citizenry Awareness	2.091	13.068	CK34	.815
				CK33	.777
				CK35	.745
	Facility & Opportunity Awareness	1.821	11.379	CK23	.690
				CK6	.616
				CK38	.537
	Institutional Awareness	1.795	11.220	CK14	.747
				CKC1	.675
CK22				.540	

In Table I the selected five components explain a total of approx. 62 percent of the variance. More specifically, Factor 1 explains 13.8 percent of the total variance; factor 2, explains 13.2 percent; factor 3, 13 percent; factor 4, 11.3 percent and factor 5 explains 11.2% of the total variance. Next, the fifth column of the matrix shows a clear structure, with meaningful strong loadings for each of the four components. Factor 1 which was named as Legal awareness have three statements, factor 2 which was named as political awareness consists of four statements, factor 3 which was called Rights & citizenry awareness consists three statements, factor 4 which was called facility & opportunity awareness have three statements and factor 5 which is named as institutional awareness also have three statements. meaningful strong loadings for both the components individually.

Factor Name		Eigen Value	Variance Explained (%)	Item Convergence	Factor Loadings
CONCEPTUAL KNOWLEDGE	Awareness to Values & Traditions	2.192	31.316	CK49	.859
				CK55	.718
				CK48	.625
	Awareness to Beliefs	1.839	26.274	CK44	.751
				CK57	.629
				CK56	.554
				CK51	.550

In table II, the identified two components explain a total of approx. 57 percent of the total variance. More specifically, Factor 1 explains 31.3 per cent of the total variance and factor 2 explains 26.2 per cent of the total variance. Next, the fifth column of the matrix shows factor loadings for Factor 1 which was named as Awareness to Values & Traditions has three statements, and factor 2 which was named as Awareness to Beliefs has four statements.

Table III, represents the items extracted for attributional knowledge which explain nearly 58 per cent of the total variance. Factor 1 explains 27.596 per cent of the total variance and factor 2 explains 30.940 per cent of the total variance, factor, Researcher merge two factors as the last factor has only one item hence it is merged with second one. Factors were named as ‘Attributional knowledge based on Concepts’ and other one is ‘Attributional Knowledge based on facts.’

Factor Name		Eigen Value	Variance Explained (%)	Item Convergence	Factor Loadings
ATTRIBUTIONAL KNOWLEDGE	Attributional knowledge based on concepts	2.208	27.596	CK52	.812
				CK50	.750
				CK43	.614
				CK47	.577
	Attributional knowledge based on facts	2.470	30.940	CK58	.836
				CK37	.803
				CK10	.566

Results and Discussion:

In this study multiple regression modeling is used to test the impact of Factual and Conceptual Knowledge (Legal Awareness, Political Awareness, Rights & Citizenry awareness, Facility & opportunity Awareness, Institutional Awareness, Awareness to beliefs and Awareness to values & traditions) on Adaptability of Expatriates in India. The researcher wants to check that, whether, awareness of factual and conceptual knowledge is helpful for expatriates in learning the local culture of host country and makes easier to adapt local environment as well as expats can also perform their work assignments without troubles or not.

Firstly, the researcher test 1st hypothesis of study i.e. “there is no significant impact of factual knowledge on adaptability of expatriates”. It is shown in Table IV that the Tests for multicollinearity indicate very low value of VIF and Tolerance for Model hence no multicollinearity has been assumed for the Factual knowledge factors (independent variables), Variance Inflation

Table IV							
Dependent Variable				Adaptability of Expatriates			
Test of Independence by Durbin-Watson value				1.625			
R-Square Value				.072			
F value of the Model				2.250			
Significance				0.052 @ d.f.(regression 5), (residual 144)			
Predictor (Factual Knowledge)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	54.890	5.734		9.572	.000		
Legal Awareness	.561	.269	.178	2.084	.039	.883	1.132
Political Awareness	.555	.291	.156	1.904	.059	.956	1.046
Rights & Citizenry Awareness	-.012	.295	-.003	-.040	.968	.894	1.118
Facility & opportunity Awareness	.317	.277	.101	1.146	.254	.835	1.197
Institutional Awareness	-.272	.310	-.076	-0.880	.380	.854	1.171

Factor VIF is well below upper threshold limit 10 & Tolerance value above 0.10. The test of independence is satisfied as the value of Durbin-Watson is equals to 1.625 which lie in between 0-4. The predictor contributes only 7.2% of variance in the outcome variable. B weight explains the relationship between expatriate adaptability and each independent variable of factual knowledge. In the finding all the B values are reflecting some positive & some negative relationship between independent and dependent variable. The model was found not to be fit as $(F(5, 144)) = 2.250, p > .05$ for factors of Factual knowledge on adaptability of Expatriates. Legal Awareness is showing the significance of .039 whereas Political Awareness, Rights & Citizenry Awareness, Facility & Opportunity Awareness and Institutional Awareness reveals an insignificant impact on expatriate adaptability as they are having $p > .05$, i.e. 0.059, 0.968, 0.254 and 0.380 respectively. The significance value of Factual Knowledge showing that the null hypothesis is accepted which shows that there is no impact of factual knowledge on expatriate’s adaptability.

Table V							
Dependent Variable				Adaptability of Expatriates			
Test of Independence by Durbin-Watson value				1.948			
R-Square Value				.322			
F value of the Model				34.878			
Significance				0.000 @ d.f.(regression 2), (residual 147)			
Predictor (Conceptual Knowledge)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	40.848	3.300		12.377	.000		
Awareness to Values & Traditions	1.321	.248	.418	5.329	.000	.750	1.334
Awareness to Beliefs	.865	.298	.228	2.901	.004	.750	1.334

In Table V the researcher tests the impact of Conceptual Knowledge (Awareness to Beliefs, Awareness to values & traditions) on Adaptability of Expatriates i.e. the second hypothesis of the study “there is no impact of conceptual knowledge on expatriate’s adaptability”. Tests for multi-collinearity indicate very low value of VIF and Tolerance for Model hence no multi-collinearity has been assumed for the independent variables (Variance Inflation Factor VIF is well below upper threshold limit 10 & Tolerance value above .10). The test of independence

is satisfied as the value of Durbin-Watson is equals to 1.948 which lie in between 0-4. The predictor contributes around 32% of variance in the outcome variable. B weight explains the relationship between expatriate adaptability and each independent variable of cultural knowledge. In the finding all the B values are reflecting positive relationship between independent and dependent variable. Results of regression analysis model confirms the research hypothesis. The model was found to be fit ($F(2, 147) = 34.878, p < .001$) for impact of factors extracted for Conceptual knowledge on adaptability of Expatriates. Awareness to values & traditions and Awareness to Beliefs with the significance of .000, and .004 respectively, shows a significant impact on Expatriate’s Adaptability. Hence the null hypothesis is completely rejected and alternate hypothesis accepted which means that there is a strong impact of conceptual knowledge on expatriate’s adaptability.

Table VI							
Dependent Variable				Adaptability of Expatriates			
Test of Independence by Durbin-Watson value				2.080			
R-Square Value				.425			
F value of the Model				54.227			
Significance				0.000 @ d.f.(regression 2), (residual 147)			
Predictor (Attributional Knowledge)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	44.136	2.960		14.912	.000		
Attributional knowledge based on Concepts	1.618	.162	.637	10.012	.000	.967	1.034
Attributional Knowledge based on Facts	.272	.270	.064	1.009	.315	.967	1.034

In Table VI the researcher tests the impact of Attributional Knowledge on Adaptability of Expatriates i.e. the third hypothesis of the study “there is no impact of attributional knowledge on expatriate’s adaptability”. Multi-collinearity test indicates no multi-collinearity has been assumed for the independent variables. The test of independence is satisfied as the value of Durbin-Watson is equals to 2.080. The predictor contributes 42.5% of variance in

the Adaptability of Expatriate variable. In the finding all the B values are reflecting positive relationship. Results of regression analysis model partially confirm the research hypothesis. The model was found to be fit ($F(2, 147) = 54.227, p < .001$) for impact of factors extracted for Attributional knowledge on adaptability of Expatriates. Attributional knowledge based on concepts shows significance of .000, and Attributional knowledge based on facts was not showing significant value i.e. 0.315. Hence the null hypothesis is partially rejected and shows that there is a partial impact of attributional knowledge on expatriate's adaptability.

Conclusion:

As the globalization increases, it motivates the people to work in different countries for their career development, satisfaction, etc. and also creates the need of multinational firms. When a company decided to expand its services in different countries via multinational organization, they start their branches in a new country or regions, then the organization sends its representative named as expatriates in different sections of the branch/child organization like in management department, engineering department and many more, to perform their tasks smoothly & achieve the goals. In such situation's individuals on International Assignments in the 21st century seems to have a wider challenge [29] which creates the demand to learn the culture of host country, so that expatriates can perform their assignment well and live easily with the local culture and local people.

The researcher attempted to validate the generated scales of variables in the context of Factual, Conceptual and attributional factors of cultural knowledge of foreign expatriates in India and attempted to extract the variables from the scale in more understandable form. Precisely the result has generated a framework that exhibit Factual knowledge in five dimensions named as Legal awareness, political awareness, rights & citizenry awareness, facility & opportunity awareness and institutional awareness; conceptual knowledge is in two dimensions namely Awareness to beliefs & other one is Awareness to Values & Traditions; and attributional knowledge has first factor named as Attributional knowledge based on concepts and other one is attributional knowledge based on facts. The framework generated by the study, is developed with the help of previously available literature and frameworks.

This study also examines the impact of factual, conceptual and attributional knowledge on adaptability of foreign expats working and living in India. Result as per the responses of

expatriates, showed that from all factors of factual knowledge only legal awareness is important for staying in India. Awareness to beliefs, values & traditions will be more helpful to socialize expatriates with local people and environment of host country. Whereas, it is not mandatory to gain or achieve political awareness, institutional awareness and awareness about foreigners' rights and citizenship procedure of host country, as it is not playing an important role in adapting local environment. Further it was found that in case of Attributional knowledge only the knowledge based on concepts are showing a strong impact on expats adaptability. It is showed from results, that foreigners can live in India with having the information of some knowledge areas. Future research could be done in various manners on cultural knowledge of India and Expats. This study has contributed to the existing literature related to factual & conceptual knowledge and adaptability of expats.

Authors Contribution:

From the previous literature authors find that all three types of Cultural knowledge are important for living and working in a new country, but in case of India the results revealed that conceptual knowledge is must for survival in India as India is a country with diverse culture and traditions. Because the attributional knowledge based on concepts are also showing the impact on adaptability. So, authors can say that if the expats get the training about Indian conceptual knowledge prior to visit India, then they can achieve goals on international assignments and complete them easily and successfully.

'No conflict of Interest'.

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