

**Cosmopolitan appeal: What makes a city attractive to
expatriates and how do they benefit?
The example of Vienna, Austria**

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Abstract

Management research has increasingly focused on career development in a globalized business environment. It has investigated the impact of international assignments on individual careers and the implications of international assignments for organizations. Surprisingly, academic research has largely failed to address the importance of a city's attractiveness to expatriates. This exploratory study makes an initial attempt to fill this gap.

Keywords

Expatriates, talent management, careers, international assignments, metropolitan areas, attractiveness