



TITLE: A cross-national study investigating the role of Country of Origin and Word of Mouth in expatriates' decision process when seeking a healthcare provider

Name: Valeria L M A Freundt

Affiliation: Professor/Assistant Professor at University of Doha for Science and Technology (UDST)

Country: Qatar

Email ID: valeria.freundt@udst.edu.qa

ABSTRACT (up to 300 words)

In a globalized world, the expatriate community and the interest in understanding their behavior continue to expand. Selecting trustworthy healthcare providers is fundamental to their adaptation to a new country. Through interviews and a survey, the study discusses and analyzes the importance of two constructs in a sample of expatriates in Dubai: Country of Origin (COO) and Word of Mouth (WOM). Findings show when expatriates look for a healthcare provider, personal WOM is the most important factor in their decision process. The sample is a cross-cultural sample of expatriates in Dubai. The research also explores the effect of expatriates' origin (developed vs. emerging countries) and their levels of English fluency.

Presenter Name: Valeria Freundt.

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Contact number: +974 66677855

BIOGRAPHY (up to 200 words)

Valeria Freundt is a lecturer and experienced marketing executive. Her research interests include expatriates' consumer behavior and decision process when choosing a health care provider; brand trust; online & offline marketing communication; nation branding, and sustainability. She taught marketing-related topics in graduate and undergraduate courses in the Middle East (Qatar and the UAE) and Brazil.

