**ABSTRACT**

The growing dynamics of direct investment makes the international companies to take advantage of expatriate managers. It concerns greenfield investments, which mean establishing a new plant or subsidiary in the host country. Then, sending managers-expatriates makes sense due to the know-how that should be implemented in the new subsidiary and due to taking control of investment plans that should be realized in the host country.

The purpose of this article is to present various factors determining problems and failures in expatriate work. It is a study based on foreign literature and research findings.