

Combining Business Simulation Training Programs with an Assessment Center in a Pharma Company: Method and Effectiveness

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The objective of this case study was to introduce the validity and effectiveness of combining business simulation training program with AC in appraisal of senior managers of a Chinese pharma company.

Forty-eight senior managers of the company were appraised by assessment center methods including psychological tests, structural interview, 360-degree feedbacks, and behavioral observations in business simulation training program. The managers were classified into three grades based on their competencies demonstrated in the assessments. The results showed that AC ratings and the CEOs' ratings for the managers were almost perfect in agreement (.98). The further analysis indicated that the agreement ratio between ratings by behavioral observations and ratings by CEO (.63) was higher than the agreement ratio between ratings by psychological tests and ratings by CEO (.42).

Combining business simulation training programs with AC in appraisal of senior managers had showed many advantages and relatively high validity in the present study. We highly recommend the way in the future design and application of assessment center for senior manager assessment.



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Xi Le Gao graduated from School of Psychology in Beijing Normal University with a master's degree in 2004. He has been the R&D Director at Aceman Group Consulting since 2011. Before that he had been working on developing and applying assessment tools in talent appraisal and development programs. He attended the 30th International Congress of Psychology in 2012 and gave a presentation on "What Chinese People

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