

Determinants of Student Mobility : An Exploration Of Implications For International Students Recruiters



Presented by

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Why understanding of determinants of Outward Student Mobility is required for ISR

- **Attracting international students has become major focus in the growing dynamic wave of internationalization of higher education.**
- **Growing Competition for attracting students**
 - Revenue Need**
 - Retention of talent**
- **Therefore, in the context of increasing competition universities were forced to equip themselves with the necessary marketing intelligence and information that would enable them to face the challenge of such an international market for higher education (Binsardi & Ekwulugo, 2003).**
- **To be in the market understanding of consumer behaviour is needed as “education is people based and needs relationship with customer” (student) Mazzarol (1998)**
- **Higher education like other professional services constitutes special characteristics like intangibility, the inseparability of production and consumption, the heterogeneity and perishability (Zeithaml et al, 1985; Ahmed et al., 2002). This nature brings difficulties to the evaluation of programs, especially for an international student and creates special problems for marketing by the educational institutions.**

What literature says

- Lowell and Martin (2007) have noted that in order to attract international students many of the European and English speaking countries have made changes in three areas: (1) student admission policies (2) student outreach and university marketing programs; and (3) retention policies to keep desirable students in the country.
- British council offices of UK, Education USA, the Institute for International Education (IIE), the Council for International Education Exchange (CIEE), and the National Association for Foreign Student Advisers (NAFSA) of USA, Australian Education International (AEI), International Development Program of Australian Universities and Colleges (IDP Ltd), the Australian Trade Commission (AUSTRADE) of Australia, DAAD of Germany, Edufrance of France are some of the agencies of the respective countries active in the field of international marketing (Green and Koch, 2010; Lowell and Martin, 2007; Mazzarol and Soutar, 2001).
- Frequently sponsored by their governments, higher education institutions are engaged in a range of marketing initiatives, including mass media advertising, use of private recruitment agents, participation in 'education trade fairs' and an increase use of the internet and multimedia (Mazzarol and Soutar, 2001; Gomes and Murphy, 2003; McMurtrie, 2005).

What are the findings

- Visa and immigration policies plays greater role for selection of host country.
- Intention to settle abroad- Prominent pull factor.
- Opportunities for part time job and work permit policies are important determinants of student mobility.
- Students who aspires to go abroad are much responsive to changes in national policies.
- Across level of education-Determinants varies.
- Agents play predominant role for selection of host institution and course.
- Family and friends play predominant role for selection of host country.
- At lower level of education students rely more on agents whereas at higher educational level more role played by websites of the institutions and friends.

What findings suggest

- **Relaxation of visa and migration policies at national level.**
- **Opportunities for earning while learning should be strengthened.**
- **Segmentation strategy should be used.**
- **Effective use of information technology especially to target postgraduate students.**
- **Referral marketing strategy should be used.**
- **Family predominantly influences prospective students choice so International students recruiters should investigate parents' information needs and make this information readily available through mass media advertising and local newspapers.**

Thanks!

Methodology

- The present study is a descriptive survey research.
- Sample of the present study comprised 362 prospective students who were preparing for GRE, TOFEL, IELTS and GMAT from India and 55 international students.
- Purposive sampling technique had been used.
- Self structured questionnaire and semi structured interviews had been used as the tools of data collection.
- Binary logistic model had been used as the statistical technique.

Destination Choice Model of USA and UK

Factors	B	Exp (B)
Employment back home	3.486*	32.645
Reputation of institutions	3.094*	22.072
Fathers' education	1.204*	0.300
Convenient visa process	-0.045	0.956
Desired exposure	2.301*	9.984
Initial intention to settle abroad	-0.634	0.530
Employment in host country	5.203*	0.006
High life style	-2.591*	0.075
Cost of living	-1.402*	0.246
Level of education (PG)	1.064*	0.345
Admission in home institution	-0.321	0.725
Level of education (Diploma and certificate)	-1.163**	0.313
Constant	1.210	3.352

* = Significant at 1%; ** = Significant at 5 %

Destination Choice Model of Canada, Australia and New Zealand

Factors	B	Exp (B)
Employment back home	-2.357*	0.095
Reputation of institutions	-2.228*	0.108
Fathers' education	1.235**	3.438
Convenient visa process	1.881*	6.563
Desired exposure	-2.175*	0.114
Initial intention to settle abroad	3.837*	46.369
Employment in host country	1.617*	5.036
High life style	3.003*	20.148
Cost of living	1.659*	5.254
Course (PG)	-0.032	0.969
Admission in home institution	0.065	1.067
Course (Diploma and certificate)	1.346*	3.841
Constant	-3.277*	0.038

* = Significant at 1% ; ** = Significant at 5 %; *** = Significant at 10 %

Determinants of Student Mobility at Graduate level

Factors	B	Exp (B)
High life style	1.352*	0.860
Fathers' education	0.532	1.703
Fathers' occupation(Govt. job)	0.151	0.860
Landholding	1.062*	0.346
Convenient visa process	1.682*	5.375
Initial intention to settle abroad	1.144*	3.138
Information (Agents)	1.588*	0.204
Constant	-1.230*	0.292

* = Significant at 1%, **= Significant at 5 %, ***= Significant at 10 %

Determinants of Student Mobility at Post Graduate level

Factors	B	Exp (B)
Fathers' education	1.873*	0.154
Fathers' occupation(Govt. job)	0.517**	1.678
Reputation of the institutions	2.256*	9.544
Information (Family and friends)	0.878*	0.416
Initial intention to settle abroad	-0.361	0.697
Information (Agents)	-0.249	0.780
Admission at home institution	0.580**	0.560
Constant	0.041	1.042

* = Significant at 1%, **= Significant at 5 %, ***= Significant at 10 %

Determinants of Student Mobility at Diploma and Certificate level

Factors	B	Exp (B)
Landholding	1.108*	3.028
Intention to settle abroad	1.785*	5.961
Tuition fee	0.507**	1.661
Employment in host country	0.433***	1.541
Constant	-1.608	0.200

* = Significant at 1%, **= Significant at 5 %, ***= Significant at 10 %