International Competition for Master’s Students

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Background

• American Excellence in Professional Schools (Business & Eng)
  ← English Environment, Student Diversity, Networking, Practicality, and Job Opportunities
• Recognition of American Degrees in Asia in relation to the globalization of economy, particularly in South Korea, Taiwan, Singapore, Hong Kong, and Thailand.
  ← Multinational Corporations & OEMs
• Rise of Middle Class in Asia & Their Emigration Drive
  ← The number of Asian undergraduates is also increasing.
    Australian higher education is floating on Chinese students.
Segmentation of U.S.-bound international students

- **Exemplars**: 25%
- **Highfliers**: 24%
- **Strugglers**: 21%
- **Strivers**: 30%

(WES 2012)
Facts about Asian Students

- The income gap inside the country is extremely wide in Asia.
- “Strivers” often go to doctoral programs.
- East Asian students are very sensitive to the names of the universities because of their hierarchical way of thinking. They also value the experience and stories of their intimates.
- Indian students are more keen on the value of education and financial assistance available.
- Asian students are generally shifting from “Strivers” to “Explorers.”
- English abilities do not necessarily go hand in hand with academic abilities.
Tips for the Recruitment

• Collaborate with overseas alumni associations and fund-raising activities
• Organize educational partnerships, research collaboration, and governmental contracts into one.
• Expose more faculty members to Asia
• Align with Strategic Programs for Globalization in Asia
   ← Super Global Universities in Japan
   ← Sydney/Melbourne & Peking/Tsinghua Teaching Exchanges
   ← Asian Universities are trying to increase the number of international faculty members to improve their profiles.