

Review of: "Research of Competitive Pressure on Undergraduates' Intention to Study Abroad in Chinese Non-elite Universities"

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Potential competing interests: No potential competing interests to declare.

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Reviewer(s) details



Declarations

Wei Sun, Lisa Kang, Bingyan Li, and Wenyue Cheng's paper, "Research of Competitive Pressure on Undergraduates' Intention to Study Abroad in Chinese Non-elite Universities," is a comprehensive empirical study aimed at understanding the factors influencing the intention of students from non-elite Chinese universities to study abroad. The study's importance is increased by the setting of China's economic growth and the competitive labor market, which has led to a surge in students pursuing postgraduate education overseas to boost their career chances.

The research approach is strong, with questionnaires disseminated throughout 17 non-elite institutions in four Chinese regions, obtaining 345 valid replies. The authors use Partial Least Squares Structural Equation Modeling (PLS-SEM) for analysis, which is an appropriate method for exploratory research that tries to model complicated interactions between variables. The research's findings are noteworthy, identifying social influence, innovativeness, perceived risk, and competitive pressure as crucial factors influencing students' intentions to study abroad, with innovativeness also modulating the link between competitive pressure and intention.

However, the paper contains several limitations. The concentration on non-elite universities, while filling a vacuum in the research, indicates that the findings may not be applicable to students at top colleges or in other countries. Furthermore, the removal of performance expectations as a key component in the desire to study abroad is an unexpected finding that calls for further exploration, including through qualitative research, to better understand the complexities of students' decision-making processes.

The implications for study abroad brokers and foreign institutions are well-articulated, with specific guidance on marketing methods and support services that might reduce perceived dangers and increase the appeal of studying abroad to Chinese students. The paper also suggests future research avenues, such as investigating the impact of Sino-foreign joint education programs and expanding the study to include postgraduate students, which could provide a more comprehensive understanding of the factors influencing study abroad intentions at various educational levels.

Finally, this paper presents useful insights into the motives and concerns of students from non-elite Chinese colleges considering studying overseas. It emphasizes the need for resolving perceived dangers while also harnessing social influence and innovation to encourage these students to embrace overseas education options. Despite its limitations, the study provides a solid platform for future research and practical advice to educational institutions and agencies seeking to recruit Chinese students.