

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.

This study presents an insightful and timely analysis of the factors influencing Chinese students' intentions to study abroad, particularly those from non-elite universities. The comprehensive approach, surveying 345 students across 17 universities in 4 provinces, offers a robust and nuanced understanding of this significant trend in higher education. The authors adeptly navigate the complexities of social influence, innovativeness, perceived risk, and competitive pressure, revealing how these elements interplay in shaping students' decisions. The finding that innovativeness amplifies the impact of competitive pressure on the intention to study abroad is particularly intriguing and underscores the dynamic nature of educational aspirations in the context of China's evolving economy.

The study offers valuable insights for both study abroad agents and overseas universities. By highlighting the specific challenges and motivations of students from non-elite universities, the study provides a strategic roadmap for these institutions to tailor their marketing and support services more effectively. This is especially pertinent in the increasingly competitive landscape of international education.

Overall, the research is commendable for its methodological rigor, practical relevance, and contribution to our understanding of global education trends. It not only sheds light on the unique pressures faced by a significant segment of Chinese students but also equips educational institutions with the knowledge to better serve this growing demographic.