

Abstract 1- 2008 4th QS APPLE Conference

Title of the submission

What extend of Australian immigration policy affects international students' study destination choice?

Topic area

Marketing and recruitment

Presentation Format

paper sessions

Name of the authors

1) Moli (Molly) Yang

Candidate of Doctor of Business Research

Central Queensland University

Australia

m.yang@cqu.edu.au or yangmolly@gmail.com

2) Stephen S Lin

Managing Director

ABC Immigration and Education Consultants

Australia

Si_linz@msn.com

Abstract

This paper explores Mainland Chinese students' decision-making styles on their tertiary education studying in Australia and seeks to explain why and how students choose destination country and what extend of Australian immigration policy affects their decision-making process. The research comprised two stages of quantitative and qualitative studies. The findings found that Australia has become popular with Chinese students, and is preferred to both the United States and United Kingdom. The most important factor motivating Chinese students to study in Australia is future migration opportunities after graduation and Australian skilled migration policy has a great impact on students' choice of destination and program selection. By understanding the underlying factors attracting Chinese students to Australia, education providers can focus on their recruitment activities and enhance their marketing strategies.

Key words: international education, decision-making, study choice, international students.