

Annex C. Expert Survey Branch Campus Establishment

Questionnaire on Branch Campus (BC) establishment

When answering the questions, please consider the typical practice of Your institution (i.e. relevant to establishment and operations of a branch campus/es of Your University).

After filling in this questionnaire **please save it and send it as an attachment** to egle.girdzijauskaitė@vgtu.lt at the earliest convenience until December 31st. Thank You!

1. When was the BC established?

2. Who was the initiator of the branch campus?

- Founding University
- Other body/organization in a host country
- Host University
- Other (please indicate): **Students at BC.**

How many students did you start with initially (approx.)?

How many were there this September in total (approx.)?

3. Academic staff supporting BC.

How many staff members did you start with initially (approx.)?

How many were there this September in total (approx.)?

4. To what extent were the following reasons (push and pull factors) relevant for the founding university when establishing a BC?

- Brand development
- Market saturation in home country
- Possibility to diversify product portfolio (programmes, courses, etc.)
- Host country government support
- Income generation for the founding HEI
- Risk diversification via international operations
- Host market knowledge
- Other (please specify)

5. Which model of international market entry mode are you pursuing/executing?

- Strategic alliance with local partners
- Strategic alliance with other international partners
- Other (please indicate)
- Franchise of the programme/programmes
- Fully owned Branch Campus
- Joint Venture

If you have a partner/s is it a higher education institution/s (HEI)?

- HEI/HEIs
- Not HEI/Not HEIs

6. Did you consider alternative market entry modes before deciding on a BC?

- Yes

No

If yes, please specify:

Special recruitment campaign for the students from target country

Joint programme with a foreign HEI

Courses online

Other (please specify)

7. What was your competitive edge of Your university in this particular venture?

Please indicate briefly:

8. Was there any support from local government?

In your home country: Yes

No

In the host country: Yes

No

9. Was there any activity in the host country before establishing a BC?

Yes

No

If yes: Please specify the activity:

Please specify for how many years you have been present in the host country before the BC?

10. To what extent you had to adapt the BC activities to the local environment?

(1 – no adaptation at all; 10 – totally adapted)

Please choose Strategic management

Please choose Administration model

Please choose Curricula

Please choose Staffing

Please choose Teaching styles

Please choose Staff remuneration system

Please choose Marketing communication

Please choose Admission requirements

Please choose Pricing of studies (tuition)

Please choose Other:

11. To what extent are the following challenges relevant when running this type of venture:

(1 – not relevant at all; 10 – extremely relevant)

Please choose Academic staff management

Please choose Funding of the venture

Please choose Administration of the venture

Please choose Other

Please choose Student recruitment

Please choose Curricula adaptation

Please choose Competing with local universities

Please choose Coping with local political environment

12. Are there any good practices from BC transferred back to a founding home university?

- No transfer of good practises
- To a very little extent, very fragmented experiences
- Several good practises
- Constant exchange of practises between home and host locations
- Can't answer

13. How similar was consumer behaviour in the home and host education market?

(1 – not similar at all; 10 – extremely similar)

- 1 2 3 4 5 6 7 8 9 10 Can't answer
-

14. To what extent is the statement correct that BC establishment raises competitiveness of a HEI in a home market? (1 – not correct at all; 10 – totally correct)

- 1 2 3 4 5 6 7 8 9 10
-

15. In your opinion, to what extent is the statement correct that an independent branch campus operated by a providing university is more risky than a joint venture? (1 – not correct at all; 10 – totally correct)

- 1 2 3 4 5 6 7 8 9 10
-

16. To what extent local political environment is determining (1 – not determining at all; 10 – extremely determining):

when establishing a BC? Please choose

when operating a BC? Please choose

17. To what extent economic growth in a host country is important (1 – not important at all; 10 – extremely important):

when establishing a BC? Please choose

when operating a BC? Please choose

19. Was this venture first of a kind for your institution?

Yes

No

20. To your knowledge is Your University considering to enter a new foreign market in the nearest future?

Yes

No

Can't answer

21. Were there more foreign HEIs operating in the country?

Our BC was first foreign provider in the market

There was one or more institutions operating in a form of BC

22. The home country Your University is located:

23. The host country Your University established a BC in:

Thank you very much for Your time!

The results of this survey shall be shared with all the participants.

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