



# GLOBAL PERSPECTIVES ON RECRUITING INTERNATIONAL STUDENTS

*Challenges and Opportunities*

EDITED BY

**BELAL SHNEIKAT  
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## About the Contributors

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# Preface

As we observe the tremendous growth in the internationalisation of higher education, we not only see larger number of students who wish to study abroad but also institutions that wish to attract international students. This book provides an in depth look at the competition among countries and universities in the process of recruiting international students. Thus, it can provide invaluable information for policy makers, researchers as well as students who wish to understand internationalisation of higher education.

Recruitment of international students provide numerous benefits and opportunities for both the host communities and the students. While the international students contribute to the cultural, economic and social welfare of the host community, they gain from being exposed to a new environment, develop their skills in adaptability and their proficiency in a new language which will improve their prospects for employment. Overall, the opportunities from meeting of ideas and cultures will spark innovation and open many opportunities.

The book brings together the most up-to-date and comprehensive scholarly contributions on recruiting international students written by authors representing a variety of geographical and academic backgrounds. The book covers a wide range of topics such as educational tourism, role of social media in recruiting international students, internationalisation and institutionalisation, challenges to admission, satisfaction of international students, and integration and cultural adjustment.