

The Management of Export of Educational Services

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Abstract

Globalisation has been a key policy for many countries and this can be implemented through education and language studies. It also involves exchange of information, adjusting courses, curriculum and teaching methods to be more competitive through links with businesses, overseas governments, and educational institutions. These personal and institutional linkages can be developed to enhance subsequent trade and investment.

Australia is the country students of many nationalities wish to graduate from, for many reasons beneficial to the students and their countries. This study is a survey of Thai students studying in Australia. The analysis of the problems they encountered were grouped into sets of factors, namely, decisions, adaptability, educational progress, finance & work, and socialisation. All the data collected are in the form of ranking according to levels of the problems. The most serious are ranked as 5 and gradually declines to 1 where it is least serious. These sets of responses produce very interesting results in which one can apply to improve the management of educational services.

Conclusion

Educational services have long been a part of multiculturalism. Overseas students benefit from studying in a country with English as the working language. Teaching and studying under the international atmosphere widen the experiences and skills of all involved. Export of educational services, can be worked out to achieve better management with emphasis on quality and efficiency. The time spent studying together of individuals can enable collaboration in technology transfer and research for years to come, also can enrich a friendship for later years.

Future research can be probed into arrangements which involves the exchange of staff and students, joint centres of excellence, quality educational infrastructures, long distance education.

Some adaptation of the accreditation procedure granting of credits accomplished elsewhere, flexible entry points for semester, summer-school and English programs to accommodate students from different semester timing, assistance with educational infrastructure overseas to create long term cooperation. Improvement of curriculums, teaching methodology, educational administration, programs for the students during arrival and their stay to help building fond memory resulting in strong alumni ties. These are a few of improvement strategies for the management of the export of educational services.