

## ANNEX A. Questionnaire on International Branch Campus (IBC) 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.girdzijauskaite@vgtu.lt](mailto:egle.girdzijauskaite@vgtu.lt). Thank You!

### 1. When was the BC established?

### 2. Who was the initiator of the international branch campus?

- |  |   |
|--|---|
| <input type="checkbox"/> Founding University                       | <input type="checkbox"/> Host University          |
| <input type="checkbox"/> Other body/organization in a host country | <input type="checkbox"/> Other (please indicate): |

### 3. Students at IBC.

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

How many were there in September 2013 (approx.)?

How many were there in September 2018 (approx.)?

### 4. Academic staff supporting IBC.

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

How many were there in September 2013 (approx.)?

How many were there in September 2018 (approx.)?

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

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

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

- |   |  |
|---|--|
| <input type="checkbox"/> Strategic alliance with local partners               | <input type="checkbox"/> Franchise of the programme/programmes |
| <input type="checkbox"/> Strategic alliance with other international partners | <input type="checkbox"/> Fully owned Branch Campus             |
| <input type="checkbox"/> Other (please indicate)                              | <input type="checkbox"/> Joint Venture                         |

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

- |                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> HEI/HEIs | <input type="checkbox"/> Not HEI/Not HEIs |
|-----------------------------------|---|

**7. Did you consider alternative market entry modes before deciding on an IBC?**

☐ Yes

☐ No

**If yes, please specify:**

☐ Special recruitment campaign for the students from target country

☐ Courses online

☐ Joint programme with a foreign HEI

☐ Other (please specify)

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

Please indicate briefly:

**9. Was there any support from local government?**

In your home country:

☐ Yes

☐ No

In the host country:

☐ Yes

☐ No

**10. 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?

**11. To what extent you had to adapt the IBC 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:

**12. 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

**13. Are there any good practices from IBC 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

**14. 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
- ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

**15. To what extent is the statement correct that IBC 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
- ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

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

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

**17. 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

**18. 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!**