# Article information:

Socio-economic, environmental and personal factors in the choice of country and higher education institution for studying abroad among international students in Malaysia | Emerald Insight  
<https://www.emerald.com/insight/content/doi/10.1108/IJEM-11-2014-0158/full/html>

# Article summary:

1. The study focused on understanding the factors influencing international students' choice of country and higher education institution for their Master's education in Malaysia.

2. Socio-economic, environmental, and personal factors were identified as significant influences in the decision-making process of international students.

3. The article provides recommendations for Malaysian universities to enhance their marketing strategies and promote Malaysia as an international education hub based on the findings of the study.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article "Socio-economic, environmental and personal factors in the choice of country and higher education institution for studying abroad among international students in Malaysia" by Mehar Singh (2016) explores the factors influencing international students' decisions to study in Malaysia. The study focuses on the pull factors that attract international students to pursue their Master's education in Malaysia, specifically at a higher education institution.

One of the strengths of this article is its qualitative approach through focus group interviews with 70 international students. This method allows for a deeper understanding of the perspectives and experiences of the participants. The findings highlight the importance of socio-economic, environmental, and personal factors in shaping international students' choices. This insight can be valuable for Malaysian universities looking to attract more international students.

However, there are some potential biases and limitations in this study that should be considered. Firstly, the sample size of 70 international students may not be representative of all international students studying in Malaysia. The findings may not capture the diversity of reasons why students choose Malaysia as their study destination. Additionally, the focus on only one higher education institution limits the generalizability of the results.

Furthermore, while the article suggests recommendations for Malaysian universities to enhance their marketing strategies, it lacks a critical analysis of potential risks or challenges that international students may face while studying in Malaysia. Issues such as cultural adaptation, language barriers, or academic support could have been explored further to provide a more comprehensive understanding.

Moreover, there is a lack of discussion on potential counterarguments or alternative perspectives regarding why some international students may choose not to study in Malaysia. By presenting a more balanced view, the article could have provided a more nuanced understanding of the decision-making process for international students.

Overall, while this article offers valuable insights into the factors influencing international students' choices to study in Malaysia, it could benefit from addressing potential biases, exploring alternative viewpoints, and providing a more comprehensive analysis of challenges faced by international students. By considering these aspects, future research can contribute to a more holistic understanding of international student mobility trends.

# Topics for further research:

* Challenges faced by international students studying in Malaysia
* Cultural adaptation for international students in Malaysia
* Language barriers for international students in Malaysian universities
* Academic support services for international students in Malaysia
* Reasons why international students choose not to study in Malaysia
* International student mobility trends in Southeast Asia

# Report location:

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