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. Thank You!

1. When was the BC established?

2. Who was the initiator of the international branch campus?
   - Founding University
   - Host University
   - Other body/organization in a host country
   - 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?
   - 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)

6. 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
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
- [ ] Joint programme with a foreign HEI
- [ ] Courses online
- [ ] 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 practices
- Constant exchange of practices 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!