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TEACHING, LEADERSHIP,
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INTERNATIONALIZATION OF AMERICAN UNIVERSITIES AND THE
CHANGING IDEOLOGY OF INTERNATIONAL STUDENT RECRUITMENT:
A CASE ANALYSIS OF MIDWEST COLLEGES AND UNIVERSITIES (747 pp.)

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This study examined the phenomenon of international student recruitment as a complex pattern of response evoked by university's drive toward internationalization and entrepreneurship. The study built a conceptual model for understanding the increased drive to internationalize by means of international student recruitment.

Six research questions guided this study. The study employed interview, field notes, and document analysis approaches to solicit data. The outcome of the study revealed patterns, which include contemporary forces influencing internationalization, the importance of international student recruitment to institutional internationalization, the extent to which the need for international intellectual community or entrepreneurialism is the ideological force behind the drive for international recruitment, and the difference between the espoused ideological stance and strategies in operation.

The findings also revealed that the effects of the changing external environment of higher education and internal forces individual to each institution have an impact on international recruitment. Four major ideologies appear to guide international student recruitment: the ideology of intellectual global diversity, the ideology of elitism, the ideology of entrepreneurship, and the ideology of convenience. The ideology of intellectual global diversity is the least prominent ideology at public institutions. Overall,

current recruitment practices exclude certain regions of the world—a situation that may unwittingly contribute toward economic and social disparities around the world.