

Are Higher Education Institution Websites ‘International Students’ Friendly? Analyzing Higher Education Institution Websites in Netherlands

Prof. Rakhi Tripathi
Associate Professor
FORE School of Management
New Delhi - 110016
Email: rakhi@fsm.ac.in

Abstract

This working paper analyzes top 5 higher education websites of Netherlands from International students’ perspective. International students make valuable educational and economic contributions in higher education institutions all across the world. They contribute to the diversity and add different perspective in classrooms. The number of international students in any university varies. Therefore, higher education institutions need to focus on attracting international students. For this all the university details required by international students must be available on Higher Education Institution website. This working paper is two folded. First through literature this paper identifies the features that international students look for in Higher Education Institution all across the globe and then derives what all information is necessary to be on Higher Education Institution websites. Second, this paper examines the top five Higher Education institution websites of Netherlands on same parameters and gives suggestions.

Keywords: Higher Education, International Student, Website, Web Analytics

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