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Abstract

This study examines different experiences international business students at Siam University get while studying in Thailand. Since Globalization has become more widespread, businesses are aware of the increasing impact of it in their customers' base and their need for new graduates who are comfortable interacting with people from different backgrounds. This is therefore an interesting topic for employers, educators, researchers as well as students. The paper presents the results of a survey study of factors influencing study abroad experience of 154 international students. Taking the UNESCO global movement Education For All (EFA) into account, four distinct factor configurations are identified; perceptions, motivations, degree of integrity and expectations. A focus group of 8 students assigned for the in-depth interview reveals many benefits in their study abroad program. It concluded that they may have improved their abilities to ingeniously solve problems by applying well-known concepts to different situations, look at a project from different perspectives, maintain self-confidence while listening and learning from people whose value systems may be different, be flexible and adaptable to rapidly changing situations and new environments, visualize, forecast, analyze and address business situations from a different cultural, develop an understanding of global issues in their industry of interest. This final part empirically examined and compared result which related to the study of what really make the difference in study abroad experience. Investigated the why and how of decision making by students, as well as the what, where, and when. Accordingly, smaller but focused samples were more needed than large samples. The results show that there is a relationship between students' demographics and students' perception of studying abroad experience.