

17.1.2025

**Author**

WILLIS, Mike

**Title**

An identification and analysis of students' expectations and views regarding foreign-sourced tertiary education programs delivered in China : investigating the next stage of internationalisation and market entry for foreign universities

**Collation**

30 Bl.

**Publication year**

2005

**Source/Footnote**

In: Journal of marketing for higher education. - 15 (2005) 2, S. 1 - 30

**Inventory number**

43895

**Keywords**

Ausland : China : Studenten, Studium, Lehre ; Ausländische Studenten : allgemein ; Austausch von Wissenschaftlern und Studenten

**Signature**

95 248