

Rethinking Strategies of Internationalization in Higher Education: Utilizing Opportunities Emerged During Covid-19 Pandemic

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Abstract

This study aimed to ascertain whether the current Covid-19 pandemic may offer higher education institutions, particularly those from developing nations, a chance to recruit more international students. This exploratory study looks at recent changes in higher education's internationalization strategies. By carefully examining the existing literature and using it in conjunction with continuous observations in the higher education sector, a conceptual framework for achieving a strategic goal of generating sustainable income for universities through Internationalization was developed. This goal was shaped by the recent paradigm shift in education caused by the pandemic. The current conceptual framework serves as a template for further empirical studies and a guide for university executives developing strategies to improve sustainability. The collection of research and data shows that, despite many obstacles, the pandemic also created chances for higher education institutions that were previously not prioritized by the majority of international students as their study destinations. Universities now have a rare opportunity to modify their strategic objectives as defined in the conceptual framework created in this study thanks to the strategic option of online and hybrid learning.

Keywords: Internationalization Strategies, Higher Education, Online Education, Paradigm Shift