How to Promote HHU Internationalization of Post-pandemic Era under the Context of " One Belt and Road" Initiative

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Abstract: Under the national implementation of the "One Belt and Road" initiative, higher education are diversified throughout the developing countries. Education internationalization has emerged to suit the desire of the global industry. Facing new opportunities and challenges by post-pandemic era, HHU ushers in international communication, collaboration and global consciousness. This research aims at four different approaches, as organizational approach, process approach, competency approach and activity approach, to analyze how to promote HHU internationalization.

Keywords: HHU; Internationalization; Post-pandemic era; " One Belt and Road " Initiative

Introduction

With the advancement of globalization, people become more aware of the importance of education. Education is no longer a luxury in the days before the Internet. At the moment, it is regarded as an investment in human capital. In comparison to other types of investments, it seems so valuable without being impacted by certain economic factors such as devaluation, inflation etc..[1] Furthermore, the increasing need for sound knowledge in a variety of sectors due to the changing economic environment brings fierce rivalry in education as a result of the high standards demanded of the workforce.[2] There has been a significant increase in the number of advanced educational institutions with integrated learning programs to provide the finest possible education to those seeking them.

1. Higher Education Globalization and Internalization

Thune and Welle-Strand noted that globalization of higher education becomes a critical approach for strengthening higher educational systems. Internationalization and globalization are two closely related terms that contain nearly identical elements, strategies, and methods. Higher education internationalization is a strategy that considers global and national issues .[3] Universities are viewed as national institutions that are sponsored, regulated, and administered by national government. Universities are critical to the economy of developing nations and global economic progress. The higher education internationalization is a strategy of enhancing educational quality in an increasingly competitive world, and it cannot occur without globalization. Because of the peculiarity of the Chinese language and the country's sustained economic growth, China has emerged as a niche market for international students. HHU, which promotes vigorously international communication and cooperation, authorized by China's State Council to first award Doctor, Master, and Bachelor degrees to international students, becomes one of China's pioneering institutions.[4]

2. Approaches to Internationalization

Depending on the institution, the objective and significance of internationalization may differ. In light of this, four different approaches, as organizational approach, process approach, competency approach and activity approach, have been distinguished.

Organizational approach focuses on developing a tradition in the institution that supports global perspectives with a close link to the process approach. Process approach integrates internationalization into the institution's or organization's primary functions by incorporating global dimensions; Integration and incorporation are frequently used to describe process approach, and it produces a diverse range of activities and methods. Competency approach defines internationalization from the views of students and faculty members with topic competence which primarily concerned with the human dimension, as well as learning organization activities. Activity approach describes internationalization in terms of student exchange, curriculum developments etc..

3. Significant Developments in Educational Internationalization

When it comes to thehigher education internationalization, a distinction has been created in higher education global cooperation since the 1980s. Its policies were founded on political, cultural, economic, and educational factors in the Netherlands, Japan, the United States etc.. The significant progress in education internationalization refers to the movement of teaching professionals, the flow

of students from one country or region to another, and the progress of technology. One area where educational internationalization plays a crucial role in student mobility refers to "Brain Drain," results in a long-term loss of talents in the country where they are initially from. Events like the recent Japan Radioactive Disaster, the current outbreak of the COVID-19 pandemic, and political turmoil in Egypt etc. deter students from studying abroad in countries where they believe a natural or contrived crisis is about to erupt.

4. Internationalization Benefits to Students

For international students, the academic research conducted at international universities is often regarded as world-class. Furthermore, students always pursue the opportunity to participate in international conferences. And educational internationalization is regarded as a great impact on the economy. The chance for international students studying in top-tier Chinese universities is highly valuable. Another advantage of internationalization for students is the expansion of the business community around the world. Overseas students are given priority over those who have studied in domestic institutions because they believe they offer better results than their domestic counterpart. As a result of internationalization, knowledge and skills are transferred among different countries. A large number of international students, benefit from the exchange of ideas. Students have learned a wide range of cultural values, and their interactions have been strengthened[4]. When seen in a broader context, students' mobility has made substantial contributions to the underdeveloped countries.

5. Strategic Approaches for HHU Internationalization

Under the context of "One Belt and Road" initiative, HHU has carried out contemporary strategic approaches to promote its internationalization .The core competitiveness of HHU for internationalization is its strategic layout of abundant financial resources, social medi, multi-lingual website, annual international conferences etc..

With 3.5 billion users globally for social media, HHU effectively maximizes the strength of social media to recruit international studens. Presently, social media contributes to internationalization development with the distinctive functions as visibility, information sharing, enquiry management, brand building etc.. Firstly, HHU actively tries to be visible on important platforms of Wechat, Facebook, YouTube, Instagram, Linked-in, and Twitter. Secondly, HHU prospectuses, department websites and application process connects with the social media. Thirdly, HHU potential candidates gets their questions answered and detailed information in HHU channel-enquiry blog. Fourth, Instagram Live and live videos are effective ways to build university brand. Chinese, English, French, Arabic, and Spanish are common languages, so HHU's multi-lingual website makes a difference for international student recruitment. Nelson Mandela said, "if you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart." HHU encourages and facilitates a dialogue among international higher education associations with a collective, consistent on internationalization issues. HHU should disseminate global trends on current practices, various internationalization policies and strategies. HHU equips international educators who desire to develop an influential role in internationalization with leadership skills, collaboration and management within institutions. Suggestions and advice are also collected from the international students such as reinforcement of exchanges with worldwide universities, strengthening international public relations and overseas networks, the increase of qualified international students and HHU Curriculum.

6. Conclusion and Recommendations

A mature international education system has been established by higher education institutions abroad. These includes holding exhibitions and other activities to publicize their research results, signing contracts with other institutions to provide counseling services, establishing special institutions to assist international students in resolving problems, and establishing a particular system to recognize and reward excellence in international students. The administration department provides a variety of services, such as language courses, employing competent graduates. Numerous things can be done in terms of international communication, such as establishing program allowances for exchange students, short-term research abroad, and international conference. Because these strategies are both practical and explicit, HHU international students benefit by participating in such activities positively with its distinctive characteristic in the coming future.

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