What Makes Business Students Participate in College Study Abroad Programs?

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ABSTRACT

A high level of student participation in study abroad programs may give a college a competitive edge over others. This paper reports an empirical test to investigate the factors that influence business student participation in college study abroad programs. We find that students’ intention to participate in study abroad programs is significantly impacted by their general perceptions regarding the study abroad experience, as well as their expectations of achieving intercultural awareness, personal growth, professional development, and intellectual growth from studying abroad. Students who have participated in study abroad programs before are more likely to participate in such programs again.

Keywords: Study Abroad, Intercultural Awareness, Professional Development, Personal Growth, Intellectual Growth