## Contents

1 Introduction .......................................................... 1
   1.1 International Student Picture in France ....................... 1
   1.2 General Policies for Inbound Student Mobility
       Promotion in France ............................................. 4
       1.2.1 Intra-European Promotion ............................... 4
       1.2.2 International Promotion ................................. 5
       1.2.3 National Practice ....................................... 6
   1.3 Research Focus .................................................. 9
       1.3.1 Research Questions ...................................... 11
       1.3.2 Research Objectives .................................... 11
       1.3.3 Research Method ....................................... 12
   1.4 Research Significance and Limitations .......................... 14
       1.4.1 Significance ............................................. 14
       1.4.2 Limitations ............................................. 14
   References .......................................................... 15

2 Theoretical Landscape .............................................. 17
   2.1 Internationalization of Higher Education: International
       and European Vision ............................................ 18
       2.1.1 Global Context: Conceptualization and Rationales ...... 18
       2.1.2 Regional Context: Construction of European
           Higher Education Area (EHEA) ............................ 22
   2.2 French Dual System: A Historical Product in the Global
       Context .......................................................... 26
       2.2.1 Coexistence of Grandes Écoles and Universities:
           Historical Heritage ......................................... 28
       2.2.2 A Brief Review of Reforms in French Universities
           in the Last Decades ......................................... 36
       2.2.3 A Brief Review of Studies on Grandes Écoles ........... 41
2.3 International Student Mobility Research Review ............................ 45
  2.3.1 General Studies on International Student Mobility ......... 45
  2.3.2 Studies on International Student Mobility in France ......... 47
References .................................................................................. 50

3 Conceptual Framework Building ................................................. 57
  3.1 Interpretation of French HEIs Transformation
      with a New-Institutional Approach ................................. 57
    3.1.1 Institutions and Institutional Theory ....................... 58
    3.1.2 External Incentives in Higher Education Transformation ... 60
    3.1.3 Ni (Neither) Denial Ni (Nor) Anglo-American Model ....... 68
  3.2 International Higher Education Marketplace ............................ 71
    3.2.1 Quasi-market, Higher Education Market,
         and Marketization of Higher Education .................... 72
    3.2.2 Beyond Market: World-System Theory
         and International Academic Relationship .................... 74
  3.3 Introduction of Branding Theory to the French Context ................. 81
    3.3.1 Brand, Branding, and Branding in Higher Education ... 81
    3.3.2 International Branding and International
         Student Recruitment ................................................ 84
    3.3.3 Theoretical Path-Building for French HEIs
         in Branding with a Hypothetical and Comparative
         Approach .............................................................. 86
References .................................................................................. 94

4 Data Collection and Empirical Analysis ...................................... 99
  4.1 Data Collection Process ..................................................... 99
    4.1.1 Research Sites, Criteria for Participants,
         and Ethical Consideration ......................................... 99
    4.1.2 Data Collection ..................................................... 104
    4.1.3 Data Analysis Approaches ...................................... 108
    4.1.4 Researcher’s Reflection .......................................... 111
  4.2 Internationalization in Convergence in Grandes Écoles
      and Universities from a Macro Perspective ......................... 114
    4.2.1 Implementation of Internationalization in the Institutions:
         Norm and Forms .................................................. 115
    4.2.2 English: Language of a “Must” Implemented
         in Research and Teaching ........................................ 126
    4.2.3 International Students: Infinite Resources
         for Host Institutions, Academics, and Local Students ........ 142
  4.3 Institution Branding with Application of Mixed Philosophy
      in the International Context: From Awareness to Practice .......... 156
    4.3.1 Institution Positioning: Identity Brand and National
         Network Management ............................................... 157
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.3.2 Institution Targeting: Ideological Transformation</td>
<td>171</td>
</tr>
<tr>
<td>from the Fulfillment of Others’ Needs to One’s Own</td>
<td></td>
</tr>
<tr>
<td>4.3.3 Institution Operating: Strategic Moves in Practice</td>
<td>182</td>
</tr>
<tr>
<td>4.4 International Student Recruitment: From Pooling Resources</td>
<td>205</td>
</tr>
<tr>
<td>to Service Provision</td>
<td></td>
</tr>
<tr>
<td>4.4.1 Recruitment Model: Program and Institution Oriented</td>
<td>205</td>
</tr>
<tr>
<td>4.4.2 From Admission to Recruitment: Lessons</td>
<td>227</td>
</tr>
<tr>
<td>from Students’ Experience</td>
<td></td>
</tr>
<tr>
<td>4.4.3 International Student Recruitment: Obligation</td>
<td>236</td>
</tr>
<tr>
<td>and Opportunity</td>
<td></td>
</tr>
<tr>
<td>References</td>
<td>247</td>
</tr>
<tr>
<td>5 Conclusion</td>
<td>249</td>
</tr>
<tr>
<td>Appendices</td>
<td>257</td>
</tr>
<tr>
<td>Acronyms</td>
<td>263</td>
</tr>
<tr>
<td>Lists of Tables, Graphs, and Charts</td>
<td>265</td>
</tr>
<tr>
<td>Bibliography</td>
<td>267</td>
</tr>
</tbody>
</table>
International Students in French Universities and Grandes Écoles: A Comparative Study
Bian, C.
2017, XIII, 267 p. 13 illus. in color., Hardcover
ISBN: 978-981-10-1132-0