

**THE "GO GLOBAL" STRATEGY OF CHINESE PRIVATE HIGHER EDUCATION UNDER THE "BELT AND ROAD" INITIATIVE****¹Jie Luo, ¹Zeting Shen, ^{1,*}Xiaojun Ke, ¹Lihong Xu, ¹Chunmei Fan and ²Bohang Chen**¹Guangzhou Institute of Science and Technology, Guangzhou, 510540, China²Southwest Minzu University, Chengdu, 610225, China**Received 17th June 2024; Accepted 20th July 2024; Published online 30th August 2024**

Abstract

Under the "Belt and Road" initiative, the "Go Global" of Chinese higher education has become an important strategic choice to enhance national education's international competitiveness and influence. This paper analyzes the current situation of the "Go Global" of Chinese private higher education, analyzes the development opportunities and challenges, and puts forward the strategies and measures to promote the "Go Global" of Chinese private higher education. Suggestions by strengthening policy support, optimizing resource allocation, innovating cooperation mode, and enhancing brand building, aim to promote Chinese private higher education plays a bigger role on the international stage, promote the national education resources sharing and connectivity, along with the "area" construction to provide strong talent and intellectual support.

Keywords: "Belt and Road," Private Higher Education, "Go Global, Internationalization Educational, Resource Sharing.**INTRODUCTION**

The deepening of globalization and the Belt and Road initiative, an important platform for China to promote global economic cooperation and people-to-people exchanges, has opened up a new broad space for international cooperation and exchanges in education (Gong *et al.*, 2020). As an important part of China's higher education system, private higher education plays an irreplaceable role in promoting education equity, improving education quality, and serving economic and social development (Song & Tang, 2023). Under the "Belt and Road" initiative, promoting the "Go Global" of private higher education is not only an important measure to respond to the country's opening-up strategy but also a key way to enhance the international influence of China's education and cultivate talents with international vision and cross-cultural communication skills (Sun *et al.*, 2020). "Go Global" of private higher education helps to enhance the international competitiveness of China's higher education. Through the exchange and cooperation with world-class educational institutions, introducing advanced educational concepts and management experience promotes the reform and innovation of education and teaching. It improves the overall level and international recognition of private higher education (Run & Yuting, 2022). In promoting the "Go Global" of private higher education, the characteristics and advantages of Chinese education can be displayed, and the international community's understanding and recognition of Chinese education can be enhanced (Li, 2020). Secondly, private higher education's "Go Global" is significant in constructing the "Belt and Road." Countries along the Belt and Road have an extensive demand for cooperation in economic, cultural, educational, and other fields. Higher education can cultivate urgently needed application-oriented and compound talents for countries along the Belt and Road through cooperation and research cooperation and promote the sharing and interconnection of educational resources (Wang, 2021).

Implementing the "Go Global" of Chinese private higher education under the "Belt and Road" initiative is both an opportunity and a challenge. However, compared with public higher education, private higher education in China has some gaps in resources and history, and it also faces many difficulties in the "Go Global" process. For example, the uncertainty of the policy environment, the limitation of resource conditions, and the competitive pressure in the international market (Ge *et al.*, 2021). Therefore, this paper aims to explore the challenges faced by the "Go Global" under the "Belt and Road" initiative and put forward feasible strategies and measures to ensure the development and implementation of the "Go Global" strategy of private higher education, to realize the optimal allocation of educational resources and the promotion of international influence.

Analysis of the current situation of "Go Global" of Chinese private higher education under the "belt and road" initiative

Through the "Belt and Road" initiative, Chinese "Go Global" displays China's educational achievements and resources, attracts more attention from international students, promotes people-to-people exchanges and cooperation between China and other countries, and thus promotes the sharing of educational resources and complementary advantages with countries along the Belt and Road (Li, 2021). More importantly, the internationalization of higher education under the Belt and Road initiative also helps to cultivate talents with international vision and cross-cultural exchange skills, which is of great significance for serving national strategies and promoting international cooperation (Li & Xue, 2021). However, compared with private higher education worldwide, Chinese private higher education is still in the early stage of international educational exchange and cooperation due to the limitations of development history, conditions, resources, and other factors. Under the "Belt and Road" initiative, the "Go Global" of Chinese private higher education has been supported by national policies, market demand, and other

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aspects (Santiago *et al.*, 2020). However, due to the limitations of its development, it still faces many challenges. Under the "Belt and Road" initiative, the "Go Global" of China's private higher education has gained the opportunity for development. First, the policy support strongly guarantees that private higher education will "Go Global." The state has issued a series of policies and measures to encourage the opening of education, including supporting universities to run schools overseas and strengthening international cooperation and exchanges, which has created favorable conditions for private higher education institutions to expand the international market (Li, 2022). Secondly, the market demand provides a broad space for private higher education to "Go Global." The rapid economic development of countries along the Belt and Road has increased the demand for high-quality talent. Private higher education can meet these needs with its flexible management mechanism and the characteristics of close combination with market demand (Wang, 2021). Finally, sharing educational resources provides a new path for private higher education to achieve "Go Global." It can introduce high-quality educational resources to improve private higher education by exchanging and cooperating with first-class international educational institutions (Fu, 2023).

Although there are some development opportunities, private higher education faces many challenges in the "Go Global" process. Firstly, the insufficient supervision and evaluation mechanism may lead to the uneven quality of cooperation projects. With an effective supervision and evaluation mechanism, ensuring the effective use of educational resources and continuously optimizing cooperative results is easy (Li, 2020). Secondly, resource restriction is an important factor restricting the "Go Global" of private higher education. Compared with public, private higher education institutions have obvious disadvantages in capital, teachers, and scientific research conditions, which limits their competitiveness in the international market to some extent (Li, 2022). In addition, the low international recognition is also a big challenge for private higher education to "Go Global." The international popularity of some private higher education institutions is low, and the international community's recognition of their education quality needs to be improved, which affects their enrollment and cooperation in the international market (Huang & Zhen, 2023).

"Go Global" of Chinese private higher education is an inevitable choice to respond to the national "Belt and Road" development strategy and enhance the international competitiveness of education (Wang, 2020). Through "Go Global," private higher education can expand its international vision, understand the development trend and advanced international education experience, and promote its education and teaching reform and innovation (Li, *et al.*, 2023). Most importantly, "Go Global" is also a pivotal way to serve the construction of the "Belt and Road" and promote educational exchanges and cooperation among countries. Cultivating talents with international vision and cross-cultural communication skills will support countries' economic and social development in this process (Yazdani, 2020).

The "Go Global" strategy of Chinese private higher education under the "belt and road" initiative

Strengthening policy support: The government should formulate a reasonable strategic development plan and clarify

the goal and direction of "Go Global" of private higher education. Moreover, strengthen policy coordination and integrate economic, cultural, diplomatic, and other resources to provide all-round support and guarantees for private higher education institutions (Peters, 2020). In addition, a sound supervision and evaluation mechanism should be established to ensure the quality and effectiveness of cooperation projects.

Optimizing resource allocation: Private higher education institutions should increase their efforts in teacher construction, scientific research investment, curriculum development, and other aspects. They should constantly improve education quality by introducing high-quality foreign educational resources, strengthening exchanges, and cooperating with first-class international educational institutions (Song & Tang, 2023). Furthermore, we should focus on cultivating students' international vision and cross-cultural communication ability to lay a solid foundation for them to play a greater role on the international stage in the future.

Innovating cooperation mode: Private higher education institutions are encouraged to establish diversified cooperation modes with institutions and enterprises in countries along the Belt and Road, such as cooperative school running, joint scientific research, and exchanges between teachers and students (Li & Chen, 2020). Through innovative cooperation, we can realize resource sharing and complementary advantages and jointly cultivate high-quality talents with international competitiveness. Moreover, we will actively explore the international market, expand the enrollment scale, and enhance internationalization. We should strengthen communication and contact with educational institutions of countries along the Belt and Road, understand their educational needs and willingness to cooperate and create more opportunities and conditions for bilateral cooperation (Leskina, & Sabzalieva, 2021).

Enhancing brand building: Private higher education institutions should consider brand construction and enhance their international visibility and influence. Show their characteristics and advantages by holding international educational exhibitions and attending international academic conferences; strengthen exchanges and cooperation with well-known foreign educational institutions to develop educational projects and scientific research activities jointly; actively publicize and promote their successful experiences and achievements to attract the attention and support of more international students and partners (Fu, 2023; Xue *et al.*, 2023).

Conclusion

Under the "Belt and Road" initiative, promoting the "Go Global" of Chinese private higher education is an important measure to enhance national education's international competitiveness and influence. By strengthening policy support, optimizing resource allocation, innovating cooperation mode, and enhancing brand building, private higher education's challenges and problems in the "Go Global" process can be effectively handled. In the future, with the deepening of the "Belt and Road" construction and the continuous strengthening of international cooperation and exchanges, Chinese private higher education will play a more important role on the international stage and make greater contributions to the education cause and social development of countries along the Belt and Road.

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Author's Contributions

Jie Luo & Zeting Shen : Authors make considerable contributions to conception and design, and interpretation of literature review.

Xiaojun Ke & Lihong Xu : Authors contribute in drafting the article or reviewing it critically for significant intellectual content.

Chunmei Fan & Bohang Chen: Authors give final approval of the version to be submitted and any revised version.

Ethics

The article presents original content that has not been published elsewhere. The corresponding author confirms that all co-authors have reviewed the manuscript and that it does not raise any ethical concerns.

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