

澳大利亚跨境教育国家竞争优势研究

——基于澳中跨境教育的合作交流的视角

**A Study of Australia's National Competitive Advantage of
Cross-border Education ---- Based on the cross-border education
practice between Australia and China**

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2013年11月15日

CERTIFICATE OF ORIGINAL AUTHORSHIP

I certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

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摘要

随着经济全球化及高等教育国际化的不断深入,世界范围内的跨境教育得以迅猛发展。本文从全球跨境教育发展的背景出发,以中国及澳大利亚两国跨境教育实践为基础,运用迈克尔·波特的国家竞争优势理论作为分析框架,对中国及澳大利亚跨境教育的国家竞争优势、目前存在的问题和面临的挑战进行分析。在全球跨境教育激烈竞争的背景下,澳大利亚在跨境教育领域的国家竞争优势受到其它国家的有力挑战。澳大利亚政府及相关机构已经充分意识到,他们应该采取有效措施,提高其在跨境教育领域的国家竞争优势。作为世界上最大的新兴经济体,中国拥有潜力巨大、竞争激烈且未完全规范的跨境教育市场,众多教育机构开展着形式多样的跨境教育活动。本文也重点介绍了中国在跨境教育领域的政策、国家发展战略及应对举措。通过对中国及澳大利亚跨境教育教育机构间开展得跨境教育项目的比较研究,本文分析了澳大利亚跨境教育国家竞争力减弱的原因,就中国及澳大利亚两国如何顺应时代要求,强化和改善其跨境教育的国家竞争优势提出建议和对策。

关键词: 跨境教育、国家竞争优势、全球化、国家战略、建议及应对举措

Abstract

Employing Michael Porter's theory of national competitive advantage, the thesis studies the cross-border education practice between Australia and China as an outcome of increasing economic globalization and internationalization of education. It identifies the strength, problems and challenges facing both China and Australia's national competitive advantage of cross-border education.

Along with rapid development and competition of cross-border education worldwide, the competitive advantage of Australia is increasingly challenged by competitions from other countries. It is the common understanding among all the stakeholders in Australia that immediate actions need to be taken to reinforce its competitive advantages.

As one of the most important emerging economies in the world, China possessed a huge market for cross-border education. Various kinds of cross-border educational programmes are operating at Chinese higher educational institutions. The market is very dynamic and competitive. In the mean time, it is also a diversified and unregulated market. The thesis examined China's national policies, strategies and practices responding burgeoning cross-border education activities in China.

With a tentative analysis of cross-border education programmes between China and Australia, the thesis explicated reasons for the declining of Australia's national competitiveness in cross-border education. It also put forward related suggestions to both China and Australia to take effective measures to increase the profile of their national competitiveness in the field of cross-border education.

Key words: cross-border education, national competitive advantage, globalization, national strategy, solution

Summary of Research

The thesis studies the cross-border education between Australia and China in the framework of Michael Porter's theory of national competitive advantage. Problems, challenges and opportunities in cross-border education for both countries were identified.