

FACTORS AFFECTING OVERSEAS INTERNSHIP, EMPLOYMENT AND FURTHER EDUCATION UNDER THE BACKGROUND OF "BELT AND ROAD INITIATIVE" — A TPB MODEL ANALYSIS

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ABSTRACT

The Belt and Road Initiative is a long-term foreign development strategy that China adheres to. However, the key to the promotion of the Belt and Road is the investment of a large number of high-quality international talents. In order to promote international talents to go abroad, it is not only necessary to deepen the system level and multilateral cooperation at the diplomatic level, but also to cultivate human resources with the willingness and ability to move internationally to make full use of their capabilities. From the perspective of the TPB model, this paper adopts the method of structural equation model, and takes an application-oriented university in Henan Province, China as the research object, to explore the influencing factors of overseas internship, employment and further study for college students. The results show that attitudes, subjective norms and perceived behavioural control all have significant effects on behavioural intention. Usefulness had no significant effect on behavioural intention; Usefulness has a significant effect on behavioural intention through attitude. Therefore, according to the conclusion, relevant suggestions are put forward for schools, teachers and students respectively.

Keywords: Overseas internship; Further education; Influencing factors; Belt and Road; TPB model.

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1. INTRODUCTION

Since The Belt and Road Initiative (BRI) was proposed by General Secretary Xi Jinping in 2013, it has become China's long-term foreign development strategy. However, the key to the promotion of BRI lies in the investment of many high-quality international talents. As universities are the main position of cultivating international talents, the BRI strategy has endowed universities with the glorious mission of cultivating international talents. Sun (2020) believed that the economic

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development strategy of the BRI provides new ideas for the transformation of higher education in China.

The academic research on international talent training began in the late 1980s and has experienced two high tides. The time nodes are China's accession to the WTO and the proposal of the BRI strategy. The research literature reached its peak in 2002, and the BRI strategy was proposed in 2013. Since then, the research literature has been increasing year by year. After 30 years of development, the research results of international talent training have changed from simple research and introduction of developed countries' training models to research on attracting international talents back to China. However, in general, the results of research on international talents are less than those on general talent training. There are too many theories and too few practices in international talents training, especially quantitative empirical research on specific universities.

In order to cultivate more high-quality international talents, various universities and colleges have issued many policies, especially an application-oriented university in Henan Province. However, students do not respond strongly, and the effect is not good. What is the problem?

Most studies on adoption behaviour are based on the Theory of Planned Behaviour (TPB), and the TPB is mainly used to predict and understand human behaviours. Based on the TPB, this study tries to find the difficulties and influencing factors of students in overseas internship, employment and further education and identify causes and countermeasures.

Therefore, this study, taking an applied university in Henan province as an example and based on the TPB model, proposed the influence model of students' overseas internship, employment, and further education (OIEFE), and discussed the difficulties and influencing factors of students' OIEFE, and put forward relevant suggestions according to the influencing factors. Hope to provide reference for international talents training.

2. THEORETICAL MODEL AND RESEARCH HYPOTHESIS

2.1. *The TPB Model*

Most studies on adoption behaviour are based on the Theory of Planned Behaviour (TPB), which was proposed by Ajzen (1985). Evolved from the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975), TRA is mainly used to predict and understand human behaviours. According to TPB, attitudes, subjective norms and perception of behavioural control jointly determine an individual's behavioural intention. In the way of action, behavioural intention determines individual behaviour, and behavioural intention is determined by attitude, subjective norm and perceived behavioural control. Therefore, if the individual holds a positive attitude towards a particular behaviour, the more the subjective norms support the behaviour, and the stronger the perceived behavioural control of the behaviour, the individual's intention to engage in the behaviour will also be higher. Based on the theory of planned behaviour, Gong (2021) examined the formation mechanism of entrepreneurial intention of local college students. Wang (2016) used TPB research to investigate and think about the intention of contemporary college