Are Websites of Indian Higher Education Institutions 'International Students' Friendly?

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Abstract

International students make valuable educational and economic contributions in Higher Education Institutions (HEI) all the across the world. They contribute to the diversity and add different perspective in classrooms. The number of international students in any university varies. Therefore, attracting international students can be one of the objectives of higher education institutions. International students being present all over the world can access the information about HEI through online only. All the information required by international students must be available on Higher Education Institution website. This working paper analyzes top 100 Government HEI websites in India that have global rankings from International students' perspective. The results show that HEI websites in India are lacking behind in attracting the international students. Moreover, using web analytics will help in assessing the visitor behavior which further help in understanding the requirements of international students.

Keywords: Higher Education, International Student, Website, Web Analytics