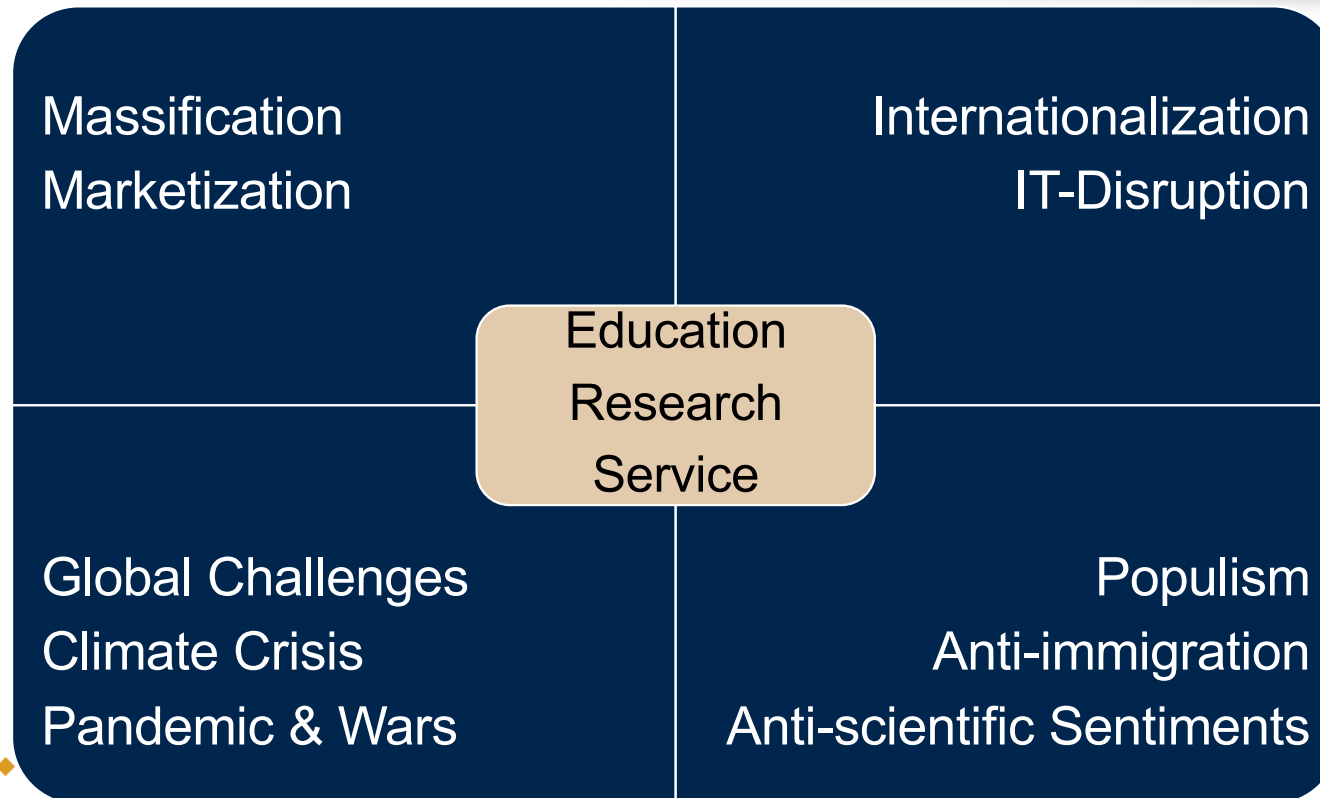


Why should higher education foster organizational commitment in educating global citizens?

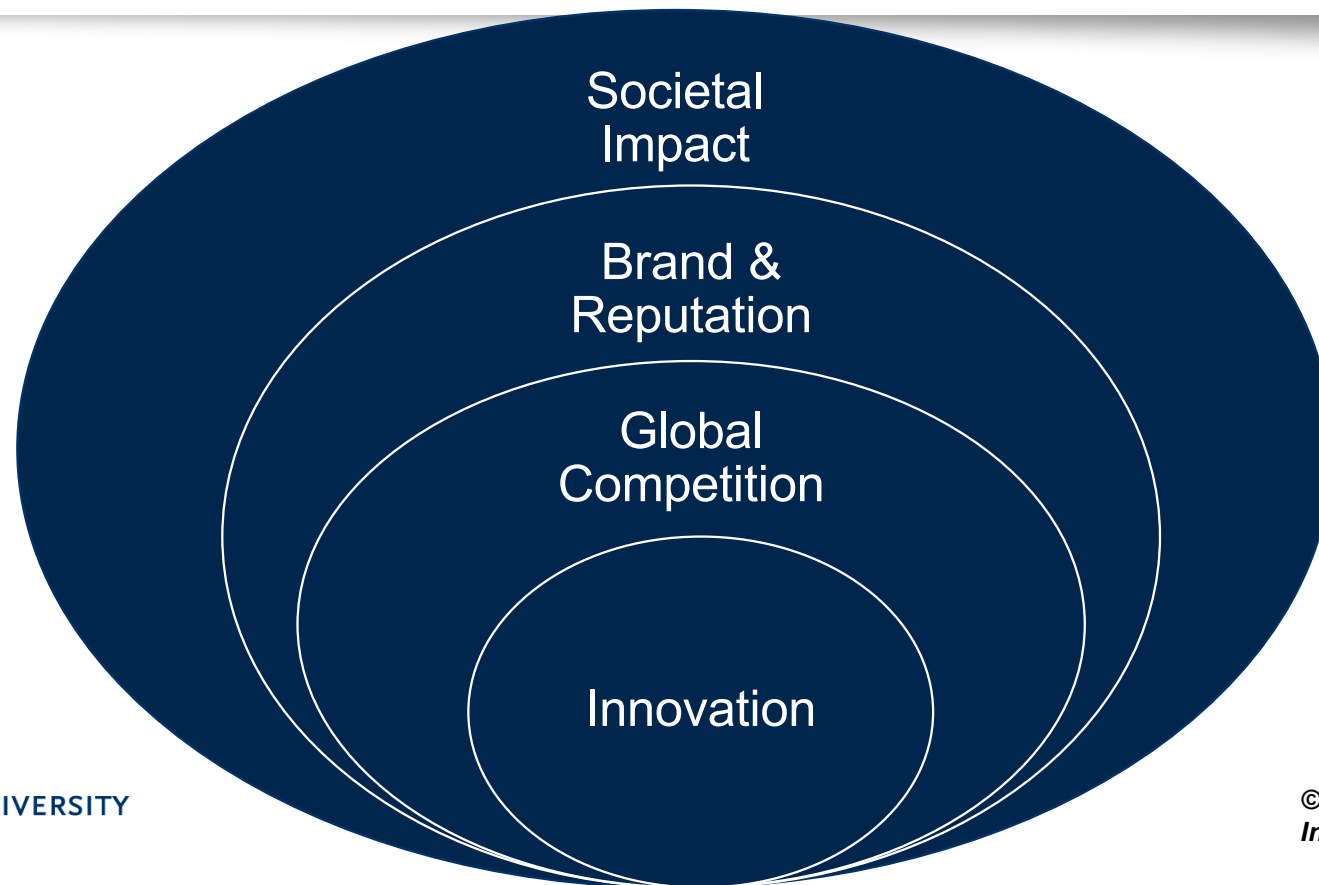
Sandra Rincón
PhD Candidate
Tilburg University
srincon2020@gmail.com



Challenges



Demands on Higher Education



Objective

How can universities best prepare students to become **committed** alumni ambassadors?

- Explore if intercultural competence (IC) and social responsibility (SR) have a positive relationship to organizational commitment (OC).

Organizational Commitment is characterized by three factors:

a strong belief in the goals and values of the organization,

a desire to stay a member of the organization, and

a willingness to put in effort on behalf of the organization. (Mowday et al., 1979 p 226).

Survey: Aim 1 Objective B

Survey Topics:

- World View
- Social Responsibility
- World Fairness
- Commitment to University
- International Experience
- Basic Personal Info.

Sent to international alumni of Tilburg University

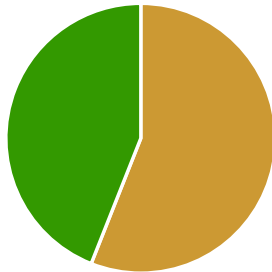
2511 alumni (1000 returned emails)

923 total (opened email)

150 responded (16%)

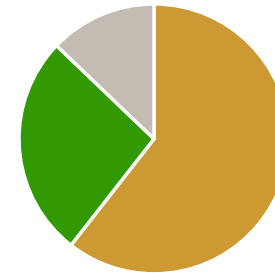
Results of Survey

GENDER



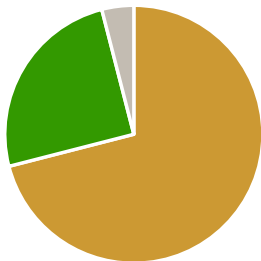
■ FEMALE ■ MALE

MARITAL STATUS



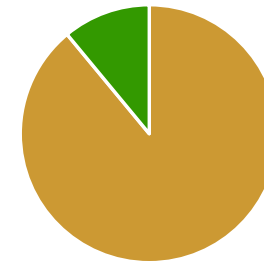
■ SINGLE ■ MARRIED ■ PARTNER

AGE



■ Under 32 ■ 32-44 ■ over 44

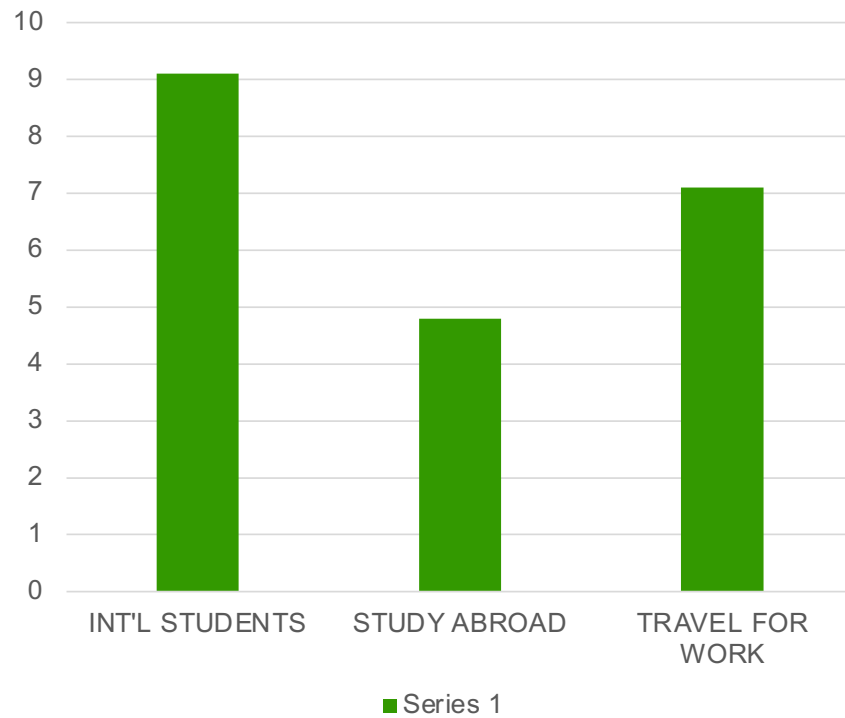
DEGREE



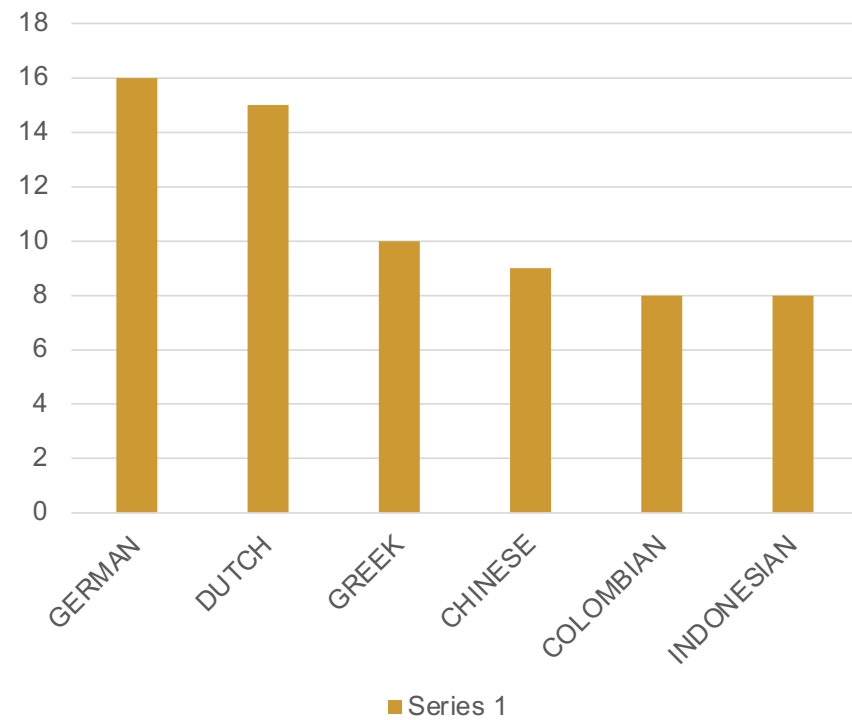
■ MASTERS ■ BACHELORS

Results of Survey

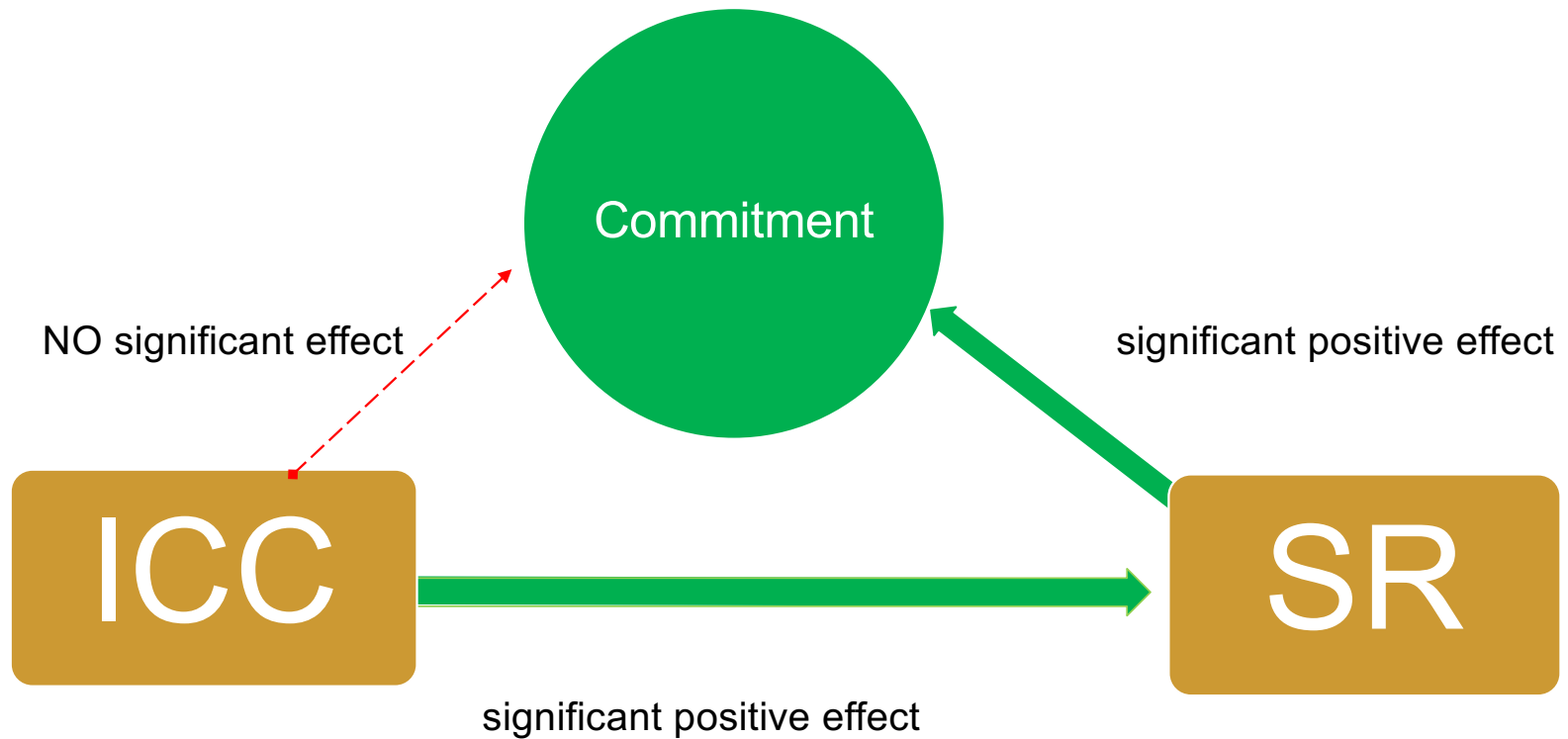
International Experience



Top Nationalities



Main Result



Conclusion and Recommendations

Learning *intercultural competence* nurtures more *socially responsible* alumni who in turn can be *committed* to donate time, knowledge and money to the university.

Recommendations

- Educate their students to perform in a global world (Global mindedness).
- Develop their sense of social responsibility & cultural awareness.
- Recognize internationally experienced alumni and stakeholders are indispensable for universities in the 21st Century.
- Invest in teaching IC and SR to build mutual understanding, collaboration and commitment for a better world.

Obrigada

Thank You

Gracias!



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