

A Comparative Study of the role of Digital Marketing in Supporting the International Virtual Mobility of Students at Oxford University and the Australian National University, and the Possibility of Benefiting from it in Egyptian Universities

Abstract:

Virtual Mobility International emerged as a form of international mobility facilitated by digital communication tools, as it allows joining courses and programs from other universities without the need to move outside the borders of their home country, and is considered an emerging form of virtual internationalization in universities, and includes cross-border cooperation with students from different backgrounds. Different cultures work and study together, which contributes to the promotion of intercultural understanding and the exchange of knowledge.

And because the international university rankings provide revealing lights for measuring competitiveness, being part of what is known as the international “battle of excellence”, the low position of Egyptian public universities in international rankings indicates their weak competitiveness, especially in academic reputation ratings and website research popularity.

Accordingly; The research aimed to benefit from the experience of both the University of Oxford and the Australian National University in activating the role of digital marketing to support the international virtual mobility of students in Egyptian public universities, and the researcher used the methodology of George Peridy.

In the stage of description and interpretation, the theoretical foundations of the role of digital marketing in supporting the international virtual mobility of students were addressed, and the experience of both Oxford University and the Australian National University in digital marketing and its role in supporting the international virtual mobility of students in light of the forces of influencing cultural factors, then the stage of debate and interview to ensure imposition Initial and reaching the real imposition of the research, and the explanatory comparison stage to highlight the similarities and differences between the University of Oxford and the Australian National University in the light of the forces influencing cultural factors to ensure the real imposition, then presenting the efforts of the Egyptian public universities in this field with reference to Cairo University in the light of some societal forces, and the research was concluded By proposing a set of proposed procedures for the role of digital marketing in supporting the international virtual mobility of students in Egyptian public universities in the

light of the experience of the two comparative universities and in accordance with the cultural context of the Egyptian society.

KEY WORDS: Digital Marketing - International Virtual Student Mobility - University of Oxford - Australian National University- Egyptian Governmental Universities.