

value which spans across countries and cultures. On the other hand, the study also indicates that there is a great opportunity for university marketers to adjust the message to prospective students and to emphasize local specifics and accentuate unique propositions of the university.

Anyway, the results of this study should be considered with respect to research limitations. Not all the university websites from the ARWU ranking were included in the study, so the sample might be biased. However, the selection of websites was made randomly (according to ARWU ranking and GLOBE clusters) and the study was repeated several times (every time with a random selection of websites) with similar or almost identical results. The study did not include all cultural regions (according to GLOBE study) as three clusters were underrepresented in the ARWU ranking. Research on Middle-East universities, for instance, could uncover further contingencies. Further limitations could be based on selected methods which (at this moment) do not reflect contextual or design parameters of websites. Website design was previously reported to be culturally conditioned (Blake et al., 2009) and expanding the analysis to design features seems to be one of the most promising areas for enhancing our initial findings. Even taking the limitations into account, we believe this study contributes to the field of international education marketing and brings a deeper insight into the competition of international universities and perception of education as a value across cultures.

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