

## Chapter 6

# Exploring Inter– Linkages between Cultural Intelligence and Student Satisfaction

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### ABSTRACT

*Universities are not limited to national / regional boundaries and have students from different nations across the globe. Such culturally diverse students could sometimes pose a challenge for university top management. Measuring student's satisfaction and cultural intelligence is an important task which needs to be done by university officials. Current study, thus, aims to measure the cultural intelligence as well as student satisfaction of students studying in a large private University, Lovely Professional University situated in Punjab (India). Spread across 600+ acres of land, this university is the largest university in India in terms of people residing on-campus and hostel population for any university in Asia. Emphasis is then laid on studying the impact of cultural intelligence on student satisfaction in the later section of the manuscript. Current study also focuses on exploring the Nationality and Gender differences across the select constructs.*

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## **INTRODUCTION**

The world has shrunk, owing to globalization, which has had a direct impact on the global educational system. The growth of big private residential universities across the globe is phenomenal and the number of such universities has grown every year and few are even having the largest higher education system (Technopak Report, 2012). As a result, universities are not limited to national or regional boundaries and welcome students from across the globe (Hussain & Bhamani, 2012). This has led to universities having two types of students: one from the native nation (the same culture) and one from different nations (a different culture). Such culturally diverse students could sometimes pose a challenge for top management or a university official. To answer these challenging situations, measuring cultural intelligence of students is one such solution (Ang, Dyne, Koh, Tay and Chandrasekar, 2008). Familiarity with student's cultural intelligence level might help officials and faculty plan interactions accordingly and might also help educational institutions to discover their students. It can also help students to socialize with students from different cultures more easily.

Another important dimension, student satisfaction, is important for the top management of any global university (Hussain & Bhamani, 2012). Student satisfaction as a construct must be understood. Researchers have explored different factors affecting student satisfaction during the time they are studying in a university. Emphasis should be on exploring these broader dimensions that could affect their satisfaction so that necessary steps can be taken to enhance their satisfaction in the university and so that the current and outgoing students can spread positive word-of-mouth about the university in the highly competitive market.

When explored about the research on cultural intelligence, it was found that it is limited more in the area of human resource management and done more recently in the hospitality sector. Very few researchers have focused on this construct in the context of academics. Student satisfaction as a research stream also needs to be explored. Researchers should also inter-link both these two different constructs and should answer the question as to whether cultural intelligence affects student satisfaction or not.

With this objective in mind, the current study aims to measure the cultural intelligence as well as student satisfaction of students studying in a large private university, Lovely Professional University situated in Punjab (India). This university is spread across 600+ acres of land. This university is also the largest university in India in terms of people residing on-campus and in hostels for any university in Asia. Approximately 16,000 faculty and students study in different streams and reside within the campus (Gupta, 2014). Current study also focuses on exploring the nationality and gender differences across the select constructs. Emphasis is then

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