

**The Effect of Student Perceived Benefits and Obstacles
on Determining Geographic Region for Study Abroad (ABSTRACT ONLY)**

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Abstract

There exists significant literature on the benefits of studying abroad, as well as the motivations of students for choosing to study abroad. With this paper, we take the next step and examine business student geographic interest and motivations for study abroad in culturally similar/dissimilar countries. The results indicate that students who perceive high professional benefits tend to choose higher psychic distance countries, whereas those perceiving higher personal benefits tend to choose medium psychic distance countries. Not surprisingly, students with concerns related to finishing their degree in a timely manner (higher professional obstacles), tend to avoid high psychic distance countries. Students expressing high personal obstacles tend to prefer low psychic distance countries. The research results tie class standing, gender, and school funding source to the perceived benefits and obstacles, thus allowing more efficient segmentation for the marketing of study abroad programs and developing tailored programs to appeal to specific groups of students.