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Title

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Abstract

The dynamic changes in tertiary education that were observed in Poland for the last 20 years transformed the Polish educational market and led to the immense expansion of educational institutions. The rapid increase in the number of students that continued until 2006 is however over and Polish universities have begun to compete for their clients. Increased competition along with the pessimistic forecasts for Poland with regard to demographic changes result in the growing demand for the knowledge on determinants of student educational choices and satisfaction. Although the amount of studies in this field is growing, Poland is still substantially underrepresented in the current research. The purpose of this article was to examine the underlying factors behind the choices that Polish students make while pursuing their tertiary education. The research method that combines focus groups? discussions and a survey study among 1,420 business major students helped us to identify the factors behind three phases of the decision making process: pursuing higher education; information search along with final choice of a university; and satisfaction from chosen studies. Our research

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implies that decision making with regard to tertiary education is multifaceted and longitudinal as it combines a different set of factors in each stage of the decision making process. (HRK / Abstract übernommen) Skuza, Agnieszka, E-Mail: agnieszka.skuza@ue.poznan.pl