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Abstract

How geographical neighboring competitors influence the strategic recruiting behavior of universities is still unclear because previous studies assume spatial independence among universities. Using data of Subordinate Universities of the Ministry of Education in China, this study found that the choice of admission score level by one university was spatially autocorrelated with its neighboring competitors and four strategies came into being within spatial enrollment competition. The intenseness of spatial competition decreased as the number of neighboring competitors increased while the difference of admission score increased as the distance between competitive universities increased. (HRK / Abstract übernommen) Gu, Jiafeng, E-Mail: isssgujf@pku.edu.cn