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**Abstract**

The recruitment of international talent has become increasingly important. A promising approach here is to bind international students after their studies. This investigation seeks to uncover the main factors of international students' residence decision and the particular appeal of the Netherlands in staff members, alumni and students of The Hague University of Applied Sciences. Our findings strengthen other studies, which indicate various factors such as job-opportunities and personal circumstances, but also aspects related to the regional environment or the good or bad experiences at university. Overall, the Netherlands is perceived as an appealing country of residence for international talent. Our study provides concrete recommendations, such as facilitating administrative procedures, encouraging the socialization of internationals in Dutch circles and offering Dutch language courses and career

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counseling at universities.(HRK / Abstract übernommen)