Pull & Push Factors Influencing Motivation of International Faculty Members in Hunan Province of China

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ABSTRACT

This study examines the factors influencing academics' motivation to relocate to Hunan Province, China, for career advancement, focusing on the relative impact of "pull" factors (e.g., career development opportunities, institutional support) and "push" factors (e.g., limited opportunities in their home countries). A multiple regression analysis revealed that both pull ($\beta = 0.710$, $p < 0.001$) and push factors ($\beta = 0.358$, $p < 0.001$) significantly affect motivation, with pull factors having a stronger influence. The model was statistically significant ($p < 0.001$) with no multicollinearity issues (Tolerance = 0.776, VIF = 1.289). A Principal Component Analysis (PCA) with Varimax rotation identified two distinct components: Component 1 (Pull Factors) had strong loadings (0.508 to 0.744) on variables such as career development and quality of life, while Component 2 (Push Factors) showed moderate loadings (0.181 to 0.421) on variables related to limited opportunities and political instability. These findings suggest that while push factors contribute to relocation decisions, the primary motivators are the positive opportunities offered by Hunan Province, highlighting the importance of strengthening pull factors to attract academic talent.

Keywords: International faculty members (IFMs), Motivation, Push factors, Pull factors, Academic mobility, Self-actualization