

There is a problem in cultural shock. Despite the facts that globalization has provided plenty of opportunities and much convenience in narrowing the gap, and the appreciation of multicultural recognition is occurring. This problem has negatively impacts the international communication and cooperation because the misunderstanding and huge communication cost. A possible cause of this problem is distinct cultural background and the inevitable cross-cultural communication due to the needs of economic development and technology innovation. This dissertation evaluates, analyses the cultural shock's influence to the university education and campus administration by mixed methods in the hope of understanding more about this issue.

Good university administration and appropriate arrangements could bring students excellent learning experience and booming academic achievements. According to J Xia (2009), cultural shock could impact individual's psychological health condition, and proper methods aiming to reduce psychological pressure is significant. For these international students, especially who lack the multicultural awareness or independent living experience, the cultural shock would be a giant challenge for them.

My research approach would be inspired more by Dirty Harry based on the description of Richard Thorpe (1991), which is usually substantially applied in management and organisations studies, reflecting the organisational objectives and testing market reaction. The samples and interviewees would be the campus students and administrators of universities. The management approach and effectiveness need to be obtained and assessed through the investigation, contributing to the improvement and changes of the organizational management.