

Practices and Strategies in Managing Students Support and Services among Private Universities in Shanxi, China: Basis for Proposed Customer Perspective Scorecard Design

Xiang Zhang ^{ab}, Daniel D. Dasig, Jr. ^{ac}

^a Graduate School, Jose Rizal University, Mandaluyong City, Philippines

^b Yuncheng University, Shanxi Province, China

^c De La Salle University, Dasmarias, Cavite, Philippines

[https://doi.org/10.35609/gcbssproceeding.2023.1\(111\)](https://doi.org/10.35609/gcbssproceeding.2023.1(111))

ABSTRACT

The student support and services establishes programs that encourage a healthy lifestyle and reduce misbehavior, provides opportunities for recreation and leisure, and provides counselling and career guidance, assisting in the clarification of professional goals and exploring options for further study or employment. Students' support and academic networks can help them connect with college and job resources, provide a safe environment where they can share ideas and learn from others, and plan their path to program completion. This study aimed to determine the practices and strategies in managing student support and services among private universities in Shanxi, China with intent of proposing a customer perspective scorecard design.

Keywords: Managing Student, Student Support and Services, Descriptive-Correlational, Private Universities, Customer Scorecard