

Who are the Preferred Part-time Lecturers? Students' Perceptions in a Hong Kong Self-financing Institute

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Recruiting part-time lecturers (PTLs) has been a popular strategy adopted by universities to cut personnel expenses. It is more popular for self-financing institutions which are highly sensitive to financial pressure. Students' perceptions of PTLs' characteristics are different from that of school administrators and some researchers. The present study surveyed 225 students from different business courses of a Hong Kong self-financing institute. Students were asked to rate how the statements in a 31-item list match the traits or behaviour of an effective PTL in their minds. The result identifies that good presentation skills, good subject-related knowledge and good language skills are what students perceive to be preferable traits. The paper also discovers a range of behaviour of PTLs which are considered by students as effective. Based on the findings and implications of this study, recommendations are made for policy makers, university administrators and faculty members.