Report On

Challenges and key areas of development towards on student recruitment

A Study of Northern Education Group (NEG)

By

Anirban Sen

ID- 18204029

This internship report has been submitted to the BRAC Business School as a partial

fulfilment of the requirements for the Bachelor of Business Administration degree.

BRAC Business School

BRAC University

August 31, 2023

Declaration

I hereby declare that the internship report presented is an authentic and unique piece of work that was completed during the time I was a at BRAC University.

1. The report excludes third-party information unless properly credited and referenced.

2. The report excludes information already approved or submitted for university or institution degrees or certifications.

3. I have identified all key sources of assistance.

Student's Full Name & Signature:

Anirban Sen

Id- 18204029

Supervisor's Full Name & Signature:

Mohammad Atiqul Basher

Senior Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Date: 31 August, 2023

To,

Mohammad Atiqul Basher

Senior Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: An analysis on challenges and key areas of development towards on student recruitment- A study of Northern Education Group (NEG) as internship report.

Dear Sir,

I am delighted to announce that I will be delivering my internship report entitled "Challenges and key areas of development towards on campus student recruitment: A Study of the Northern Education Group (NEG)." Working with this prominent organization provided me with a valuable opportunity to acquire practical experiences. Throughout the duration of my internship, I made constant efforts to meet my duties at my place of work, while simultaneously following to the internship rules specified by the BRAC Business School.

I have made a concerted effort to complete the report by including all pertinent facts and crucial information in a clarified and complete way. I am of the opinion that the report will fulfil the intended expectations.

Sincerely yours,

Anirban Sen

ID- 18204029

BRAC Business School

Non-Disclosure Agreement

It was signed by Northern Education Group and Anirban Sen. His organization may have many confidential and non-disclosable initiatives. As a result, Anirban Sen will not use this information for himself or disclose it to anyone outside the Northern Education Group. An intern can utilize data for academic purposes with approval.

1. The intern is responsible for her own well-being and medical care while he is not on-site at Northern Education Group.

2. The intern understands that credit for coursework and agreements with sponsoring the institution are his responsibility.

3. The intern agrees to follow the stated code of conduct and rules.

4. The intern conducts to maintain any unpublished material obtained during the internship with permission from Northern Education Group and not publish any reports based on it.

Acknowledgement

I dream of interning at Northern Education Group. Since it's a sister company of Praasad Group. With this incredible internship at Northern Education Group, I feel honored and proud. This company gave me job. I learned a lot of requirement and selection techniques. My job interview will benefit from it. I complete their varied tasks on schedule.

As a student of Human Resource Management, the study of hiring procedures and the combination of technology in this domain is an essential component of my academic curriculum. My on-site supervisor guided and helped me during my internship, which was a delight. I am deeply grateful to my academic supervisor, Mohammad Atiqul Basher Sir, who holds the position of Senior Lecturer at BRAC Business School. Additionally, I extend my appreciation to my co-supervisor, Dr. Najmul Hasan, an Assistant Professor at BRAC Business School, for their constant backing and inspiration during the course of my work. Throughout the duration of my internship, I received excellent feedback from my academic supervisors. The successful completion of my internship report would not have been possible without the invaluable support provided by my academic supervisor.

Lastly, I appreciate every BRAC University faculty member for their invaluable contributions in shaping my life as an individual. The individual's constructive conduct consistently contributes to both my professional and personal growth, enabling me to build meaningful relationships with others.

Executive Summary

Northern Education Group's university campus student recruitment issues and development areas are covered in the paper. Northern Education Group's specific obstacles in recruiting students for campus-based programs and strategic areas for improvement were examined in the study.

The purpose of this research is to conduct an analysis of the obstacles and primary domains of advancement in student recruiting. I am mostly engaged in the field of recruitment. The conclusion is derived from the existing qualitative and quantitative data that is accessible to the organization. Through our study, we have actively solicited feedback and conducted surveys among Northern Education Group employees, who are the primary stakeholders and beneficiaries of this programme and its recruitment efforts. The efficacy of an employee is contingent upon their level of satisfaction and the extent to which they meet the necessary knowledge requirements.

The findings of the paper indicate that an effective student recruitment procedure holds significant importance for educational institutions. After gathering data through a feedback form and analyzing the rate of progress of students from the Northern Education Group and those from external institutions. One possible approach to enhance the introduction of our study is to highlight our positive performance and attribute it to a rigorous student selection process. In this context, it is possible to observe discernible effects and advancements in students. The individual's productivity is on the rise, their abilities are undergoing enhancement and notably, they are adhering to appropriate methods in human resources development.

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List of Acronyms

NEG Northern Education Group

eWMS Electronic World Marketing Summit

NUB Northern University Bangladesh

PP Praasad Paradise (Hotel & Resort)

PGC Praasad Group of Companies

NIMCH Northern International Medical College Hospital

MSW Mirpur Shopping World

NRS Northern Real State

PPS Praasad Paltan Square

NREL Northern Real Estate Limited

Chapter One

Internship Overview

1.1 Student Information

Student Name: Anirban Sen

Id: 18204029

Department: BRAC Business School, BRAC University

Major: Human Resources Management

1.2 Internship Information

Northern Education Group

Praasad Trade Center | 6 Kemal Ataturk Avenue (10th floor),

Banani, Dhaka- 1213

1.2.1 Period of Internship

June 1, 2023 to September 10, 2023

03 months (10 days have extended because the performance standard is fulfilled correctly and showed desire to work)

1.2.2 Supervisor's Information

Zayed Iqbal Abir

Project Lead, NEG

Praasad Trade Center | 6 Kemal Ataturk Avenue 10th floor, Banani, Dhaka- 1213

Mobile: +8801719993370

Email: abir@nub.ac.bd

1.2.3 Scope of Work

In my capacity as an intern, I was responsible for doing everyday essential duties. My primary responsibilities encompassed the tasks of sending and receiving electronic correspondence, as well as engaging in telephonic communication. Additionally, I was entrusted with the responsibility of notifying employees about updates pertaining to daily, weekly, and monthly meetings, as well as relaying information regarding phone call inquiries, and disseminating new regulations and job modifications as directed by my supervisor. During my three-month internship, I acquired a deeper understanding of business operations and human resources management.

Internship outcomes

1.3.1 Student's Contribution

The Northern Education Group was my internship. My project helps and student recruiting efforts were destructive. Since, my background in Human Resource Management (HRM), this particular component aligns with my area of expertise. It has been a privilege to be affiliated with this organization and actively participate in a multitude of activities over the course of three months. This organization really enhanced my proficiency of interacting with others. Due to the nature of my employment, a significant portion of my responsibilities involved the maintenance of interpersonal relationships with colleagues and clients. Throughout the course of the past three months, I consistently exerted my utmost diligence and commitment towards completing every work that was assigned to me.

1.3.2 Benefits of the Internship

HRM helped me interact with others. HRM students must learn recruiting for my future. In addition, technology is everywhere. HRM requires information technology. HRM goes beyond recruiting. HRM includes training and maintenance. Proper HR practices are used here. I

observed much of work. The transformation of typical individuals become effective employees requires HRM. It is vital to every business. Every organization grows with good HR policies and practices. HR practices are essential for every organization and every HR graduate. Finally, my first job was with Northern Education Group. This organization will always make me happy for nurturing me. I will always use my experience to comprehend my next job. The real-life experience helped me personally and professionally.

1.3.3 Problems and Challenge

This was my first job. I was nervous on my first day at work. When I obtained my first job, I was puzzled and believed I couldn't finish. I also called candidates to organize interviews and take appointments. My first several days were filled with difficulty answering their questions. Since I'm new to HR, I didn't know these responsibilities or recruiting and selection processes. Because I didn't know what I was doing, finding employee files was difficult. I suddenly had trouble answering questions. But after few days, I figured out how to handle each person.

But a different field visit was assigned. My first meeting was unprepared. I know neither location nor people. It was important to me to work comfortably and well. When I visited universities and corporate meetings, data collection was challenging. I was anxious when I interviewed my supervisor, but I learned numerous tricks every day. This will benefit me later. There are issues that help us learn at every stage of life. I learned several new tactics and learned from my accidental mistakes during my internship. I proudly recover from all my mistakes. I enjoyed my internship as well as challenging learning.

1.3.4 Recommendation

I learned leadership, organization, self-confidence, and leadership skills while working with this renowned organization. While meeting and interviewing with my boss, I saw an example. My HRM major made my internship task useful. Human resource management at Northern Education Group was pleasant and positive. Working with enthusiastic individuals increases productivity. It focuses on HRM, marketing, and accounting internships. This company helps interns do various things. This organization assists interns in many ways, but it needs to introduce new activities to aid interns more.

❖ **Give a task brief before assigning:** New interns don't know the work in the organization. So, they Brief every task to complete the work. By providing a brief before assigning work, interns might prevent feeling nervous about working in a different area since they are unsure if they can do the job well. The supervisor could console the interns or reduce his feelings of inadequacy by giving a quick description before assigning. I was nervous when I was assigned the campus student recruitment project I had never done this sort of job before, such as university trips for project marketing, events, meetings, working with 100+ students and their clubs, etc. I get devalued. This briefing is necessary since interns might get more confident by doing their work smoothly.

❖ **Interns establish goals themselves:** Internship is my first corporate job. Most students, like me, are the same. Everyone's aim can be set throughout internship. Students can make good career choices. They can determine their field after a short time. Thus, companies should let interns choose their area of interest. In Bangladesh, some organizations offer the chance. Interns will learn a better experience. Organizations that assign tasks by department won't improve interns' work opportunities. In collaboration

with multiple divisions helps organizations and interns understand their work ability. Thus, organizations allow them work in diverse departments to generate or understand job opportunities.

1.3.5 Conclusion

Every student, especially business students, needs corporate internship. Because working in an organization for 3 months gives students real-world experience. It helps each student with their career. This internship isn't just for undergrad. The internship helps students gain experience and learn new skills by working for an organization. This internship is important for introverted workers and those who never worked as an academic. It is the first step to overcome anxiety and improve interpersonal interaction. An understanding of knowledge and real-world experience are necessary for all students to find secure work. So, I'm glad for this opportunity to arise. I want to thank my university and supervisor for helping me write a great internship report from beginning till the end.

Chapter TWO

An Overview of the Organization

2.1 Introduction

The Northern Education Group (NEG) is a unified of ten outstanding educational institutions in Bangladesh, brought together by a shared goal centered on the pursuit of "Knowledge for Innovation and Change". The organization is dedicated to delivering education of exceptional quality, with the goal of assisting students on their journey towards becoming future leaders. This is achieved through fostering an attitude of intellectual desire, the promotion of interdisciplinary thinking, and the development of digital proficiency. In addition to fostering academic achievement, Northern Education Group emphasizes the development of ethical principles and social responsibility as well as promoting student involvement in community

outreach and the advancement of society. The organization offers schools, colleges, and universities to recruit people with diverse talents and expertise. The ultimate goal is to provide the students with the skills needed to succeed in a dynamic and evolving global landscape, while also fostering a capacity for effecting constructive change.

To promote curiosity within students, multidisciplinary collaboration, and technological innovation in education, Norther Education Group formed these concerns:

- Northern University Bangladesh.

- Northern University of Business and Technology Khulna.

- Northern International Medical College and Hospital

- Bangladesh Institute of International Higher Studies (BIIHS)

- Bangladesh Institute of Modern Marketing (BIMM)

- Bangabandhu Research Center

- Northern International Nursing College

- Northern College

- Northern Institute of Engineering and Technology

- Northern Real Estate

With the simple aim "Education can brighten our future" collaborates with notable foreign institutions like:

Collaboration

2.2 Overview of the organization

Northern Education Group's research studies and projects aim to improve Bangladesh's future. They work on WMS, EOMM Bangladesh Edition, and Doctrinal of Business Administration Programme. This initiative is made for Bangladeshi young people's improvement. The nation's top real estate developer is Northern Real Estate Ltd. Northern Real Estate Ltd. is building Mirpur Shopping World. This is a Praasad Group sister company. Northern Real Estate LTD. operates Praasad Paltan Square. For project purposes, Northern Education Group signed MoUs with ACI, Pran-RFL Group, bKash, Nagad, Bashundhara Group, Eastern Bank Limited, Grameenphone Ltd, Matador Group, GPH Ispat Ltd, BSRM, SSG-Super Star Group, and others.

Across Bangladesh, this organization improves its prospects for the future. They want to contribute to regional socio-economic development by providing opportunity to learn new skills and information for a better life. Its vision is 'Knowledge for Innovation and Change'. A goal to strengthen the country socioeconomically through programmes and functions. It will also perform high-quality educational research and development programmes for industry, universe that requires certain skills, and actual situations. Northern Education Group is more than just an educational provider. The business sector is insane. They're preserving every sector well. This organization organizes several projects for Bangladeshi students and workers to improve their skills.

Mission

"To provide you the skills and knowledge to succeed in a changing world"

Vision

Northern Education Group comprises ten renowned Bangladeshi educational institutions under the tagline "Knowledge for Innovation and Change". The organization fosters intellectual

curiosity, interdisciplinary thinking, and digital competency to prepare students for leadership through high-quality education. Northern Education Group promotes academics and ethics while encouraging community engagement and socioeconomic contribution. The groups of different schools, colleges, and universities seek to develop diverse people who can flourish in a fast-changing world and make a difference.

Values and Principals

- Provide excellence education

- Collaborating with best institutions

- Bridging the gap between industry and academia

- Ensuring research and innovation activities in academia

- Engaging corporates to provide experiential knowledge to the curriculums

- Practicing the trendy knowledge sharing platforms in local dynamic

2.3 Management Practices

The HR engages in of Northern Education Group are characterized by a combination of compassion and adherence to established guidelines. This organization consistently has uncertainty when engaging in the recruitment process for new employees inside their organization. However, there is also anxiousness when it comes to granting promotions to employees based on their performance. Instead of implementing a plan, it is imperative for each department to schedule a meeting with the chairman and obtain plan approval from the respective department head. The organization ensures that its staff members possess a clear understanding of the strategic objectives and purposes, as well as the necessary actions they must undertake to accomplish them.

2.4 Marketing Practices

Northern Education Group publishes brochures, magazines, newspapers, and videos every day and posts on social media. It targets university students and business professionals. Social media is their key marketing. They rapidly reach a fair solution that respects everyone's rights and builds long-term relationships in difficulties. Their high-quality solutions are based on honesty, decency, responsibility, and honesty. The Service lead times are improved by IT, giving an advantage. NEG also conducted online and physical corporate events and webinars with foreign universities for local students. The Electronic World Marketing Summit, Supply Chain Summit, Modern Marketing Summit, and others are significant.

2.5 Financial Performance and Accounting Practices

The Northern Education Group is a prominent organization in Bangladesh that operates across various sectors, with a particular focus on education, aiming to generate a positive influence inside the country. The financial performance of this organization is commendable. In addition

to the university administration, they engage in collaborative efforts with several international projects that create cash for the organization.

It is crucial to acknowledge that financial and accounting practices inside universities may exhibit variations due to factors such as geographical location, organizational size, administrative framework, and the specific objectives pursued by each company. To obtain precise and comprehensive insights into the financial practices of a specific university, it is recommended to consult the organization's official financial reports, policies, and documents.

2.6 Operations Management

It is essential to establish a comprehensive and well-defined framework prior to the start of a new project, which includes conducting a thorough evaluation and selection process for potential candidates. They consistently work to critically analyses the scenario at hand and endeavor to articulate their work in an enhanced manner. Junior executives are tasked with assisting in the development of modules for new initiatives. Additionally, interns collaborate with them in order to enhance the overall outcome of the task. The organization known as NEG maintains various departments responsible for the execution of its programmes. The advisory board and senior management are actively involved in formulating strategies and establishing goals. The primary responsibility for the successful completion of the project lays with the director and the project lead.

2.7 Industry and Competitive Analysis

The SWOT analysis will help clarify their current position. SWOT analysis evaluates a company's opportunities, risks, weaknesses, and strengths. It involves declaring the organization's purpose and identifying internal and external elements that either promote it or inhibit it. We can learn about our strengths and weaknesses from our micro-environment and

prospects and risks from our outside world. Northern Education Group's strengths, weaknesses, opportunities, and threats required a SWOT analysis.

Strengths
- Global environmental improvement activities.
- Hiring talented, goal-oriented people.
- Develop fresh ideas and thoughts.
- Advantages from fostering innovation.

Weaknesses:
- Financial constraints affect project execution.
- Availability of qualified staff hampers project execution.
- Progress must continue to avoid losses.
- Limited internal advancement may cause losses.

Opportunities
- Multi-sector involvement allows for diversified hiring.
- Multidisciplinary employee contributions.
- Diversity and perspective enrichment.

Threats
- Project multitasking causes the probability of failure.
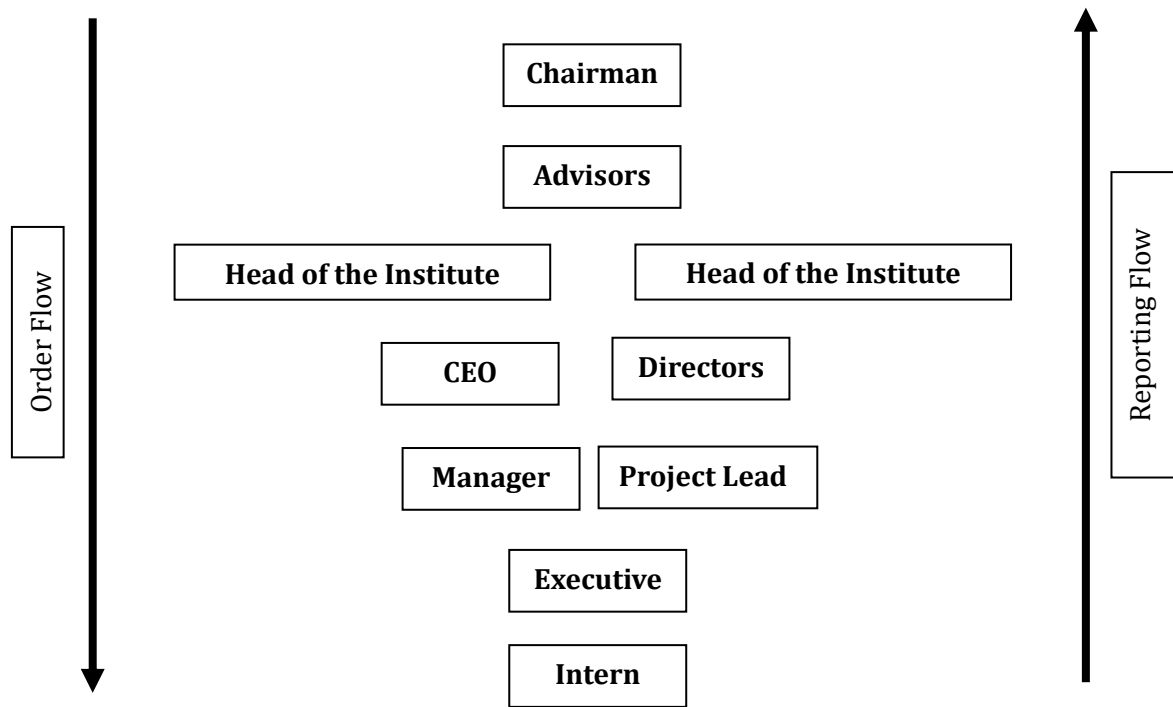- Project failure is attainable.

Strengths: One of their notable resources involves their consistent efforts towards creating a more enhanced global environment. The organization consistently endeavors to recruit highly skilled personnel who will demonstrate diligent commitment towards achieving their objectives. Moreover, it is vital to generate new ideas and concepts. Moreover, this proves to be quite advantageous for their organization.

Weaknesses: Executing projects can pose significant challenges in terms of financial investment and the availability of qualified staff. The project must make progress prior to its completion. The absence of advancement inside an organization might result in significant losses.

Opportunities: This organization has the ability to hire employees from diverse backgrounds due to its involvement in several sectors. Every person has the ability to make diverse contributions to their work, particularly when they are employed in various areas.

Threats: This organization constantly engages in multiple projects, which poses a risk of not achieving success in all projects simultaneously.

2.8 Institutional Organogram

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                        ┌─────────────┐
                        │  Chairman   │
                        └─────────────┘
                        ┌─────────────┐
                        │   Advisors  │
                        └─────────────┘
  ┌──────────────────────┐    ┌──────────────────────┐
  │ Head of the Institute │    │ Head of the Institute │
  └──────────────────────┘    └──────────────────────┘
          ┌──────────┐  ┌──────────┐
          │   CEO    │  │ Directors│
          └──────────┘  └──────────┘
            ┌──────────┐ ┌──────────────┐
            │ Manager  │ │ Project Lead │
            └──────────┘ └──────────────┘
              ┌──────────────┐
              │  Executive   │
              └──────────────┘
              ┌──────────┐
              │  Intern  │
              └──────────┘
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Order Flow (downward) — Reporting Flow (upward)

2.9 Chapter Summary

This chapter focuses on providing an organizational overview. The following section provides a description of many types of business practices, including marketing, management, human resources, and operational practices. These practices contribute to the enhancement of skills, abilities, and confidence necessary for success in one's professional career. In order to effectively attract and acquire highly skilled employees, Northern Education Group must implement distinct and innovative procedures. In addition, an implementation of a technological system could be incorporated to facilitate facilitated recruitment processes. In contemporary Bangladesh, organizations are increasingly adopting simplified recruiting processes, which are advantageous in securing the most qualified individuals for their specific organizational needs.

2.10 Recommendations

Northern Education Group is an innovator in educational innovation in Bangladesh. The group uses creative methods to promote educational excellence in this chapter. The development in learning reflects the Northern Education Group's dedication to outstanding education. In the chapter, the group emphasizes student-centered learning, personalized instruction, and experiential learning. By tailoring instruction to individual learning styles and stimulating critical thinking makes students active learners. Northern Education Group values multidisciplinary learning. The present section, the group encourages students to connect ideas across fields. Thus, students gain an integrated understand of complicated real-world issues, preparing them to lead challenging transformations.

This chapter examines the recognition by the Northern Education Group of the relevance of the digital era. The statement emphasizes the collective endeavors of the organization to provide students with the necessary skills in digital literacy, so ensuring their readiness to meet the challenges of the contemporary society. This study investigates the incorporation of technology into the educational context, focusing on its impact on student engagement, collaborative learning, and the acquisition of skills.

2.11 Conclusion

The significance of the Northern Education Group's contribution to the development of future leaders in a rapidly progressing society should not be overlooked. This chapter summarizes the elements of dedication, originality, and uniqueness that characterize the educational methodology of the group. The Northern Education Group has effectively established a conducive setting where students not only demonstrate academic competence but also demonstrate the essential abilities and flexibility required for achievement in a dynamic global landscape. The group fosters interdisciplinary thinking, so encouraging students to

adopt a multifaceted approach in problem-solving and generate innovative solutions. Moreover, the incorporation of technology stands as evidence of the group's forward-thinking and ability to adjust. The Northern Education Group acknowledges the significant influence of digital tools and prioritizes the development of its students' proficiency in effectively navigating the digital environment, rather than only being passive users.

<center>**Chapter THREE**</center>

<center>**Challenges and key areas of development towards on campus student recruitment**</center>

3.1 Introduction

Student recruiting on-campus is vital to Bangladeshi universities' performance and its sustainability. As the young population rises and higher education demand increases, institutions face particular challenges in on-campus recruiting. This descriptive literature review addresses its on-campus student recruiting difficulties and areas of concern for improvement.

The rapid growth of Bangladesh's higher education sector has boosted rivalry among educational institutions. Additionally, insufficient physical infrastructure and staff capacity might make it difficult to accommodate more students (Karim, 2023). For on-campus student recruitment, universities ought to pay in infrastructure and academic competency in emerging fields. The lack of access to high-quality education is one of the biggest problems Bangladeshi universities have to deal with (Rasul, 2023, para. 6). The majority of reputable institutions are concentrated in urban centers, making it challenging for students from remote regions to access higher education opportunities. To improve on-campus recruitment, institutions need to focus on expanding their outreach, establishing regional centers and appointed expertise and use the best practice methods to provide education to a wider population (Dowland, 2022).

Bangladeshi families struggle to afford higher education. Students and parents often struggle to afford on-campus programs. Institutions must develop robust financial aid and scholarship programs to address affordability concerns and attract meritorious students from diverse economic backgrounds (Hopper, 2004). While the internet and digital technologies have become pervasive, many higher education institutions in Bangladesh still struggle to leverage

digital platforms effectively for student recruitment. A lack of digital presence and limited integration of technology can hinder outreach efforts to prospective students (Shohel & Kirkwood 2012). Institutions need to embrace digital marketing, social media, and online communication channels to engage with tech-savvy students effectively. In Bangladeshi culture, family influence significantly impacts students' educational choices. Traditional values and societal expectations may limit students' freedom to choose disciplines and institutions based on their interests and career aspirations. Institutions must consider these cultural factors and engage families in the recruitment process to address their concerns and build trust.

The reputation of an institution and its location can significantly influence students' decisions. More candidates apply to institutions in Dhaka and Chittagong due to their positive reputations. Rural and small-town educational facilities may struggle to attract students owing to quality and accessibility difficulties. Enhancing institutional reputation through academic excellence and positive student experiences can help overcome this challenge (Mateus, 2022). Industry-academia collaboration and employability prospects are essential factors for students in their decision-making process (Abbas et al., 2021). Many students seek institutions with strong ties to industries, offering internships, and providing practical learning experiences. On-campus student recruitment efforts should emphasize the institution's commitment to preparing students for the job market and fostering industry partnerships.

The Northern Education Group (NEG) in Bangladesh faces unique challenges and opportunities in on-campus student recruitment. By addressing geographic limitations, leveraging digital marketing, offering financial support, and developing strategic initiatives such as student ambassador programs and regional outreach, NEG can enhance its recruitment efforts. Emphasizing its unique strengths and fostering a student-centered approach will enable NEG to attract and retain a diverse and talented student body, contributing to its continued growth and success as a leading educational institution in Bangladesh.

3.2 Literature Review

Student recruitment is crucial to educational institutions' growth and reputation. Through the Northern Education Group (NEG), student recruiting challenges and growth areas have been identified. The situation demography and growing competition offer major concerns (Smith et al., 2018). To keep up with changing demographics and compete with other universities, NEG has made deliberate recruitment changes. The priority of the institution's branding and reputation helps attract prospective students. The primary focus of NEG has been to highlight its academic excellence, notable accomplishments of its faculty members, and wide range of extracurricular activities in order to enhance its attractiveness.

Financial limitations are an additional obstacle that may discourage potential students. The institution has implemented proactive measures such as the provision of scholarships, financial aid programmes, and transparent communication regarding tuition prices, thereby assuring the preservation of educational accessibility to a wider range of students. Furthermore, in a context characterized by cultural diversity such as Bangladesh, it is of utmost importance to priorities the provision of services that accommodate the unique cultural backgrounds of individuals. The institution known as NEG has successfully developed recruitment tactics and support services that are culturally sensitive, hence fostering an inclusive environment for students, both domestic and international in nature.

The significance of flexibility has been highlighted by external influences, like the COVID-19 pandemic. The institution known as NEG promptly adopted technological advancements to streamline the admissions process, improve its online presence, and tackle challenges associated with remote learning. These actions demonstrate the institution's ability to adapt and its dedication to attracting prospective students. In accordance with its development plan, NEG places reliance on decision-making that is informed by data. Through the utilization of data

analytics, the institution effectively identifies specific target demographics, closely monitors conversion rates, and enhances its recruitment endeavors to achieve optimal effectiveness. In addition, personalized communication has been a fundamental aspect of NEG's recruitment strategies. The educational institution utilizes personalized emails, chatbots, and individualized interactions to cultivate significant connections with potential students, hence augmenting their level of engagement and connection. The digital environment has become a crucial platform for fostering student involvement. The National Education Group (NEG) efficiently utilizes its online platforms, such as its informative website, active social media accounts, virtual tours, and webinars, to communicate its educational programmes and appeal to students who are oriented towards digital mediums. The involvement of alumni in advocating for the institution has been found to be quite useful in recruitment efforts. The institution known as NEG actively involves its former students, urging them to give accounts of their achievements, take part in events related to recruitment, and offer perspectives on the student experience. This approach serves to strengthen the institution's efforts in reaching out to potential recruits (Adams & Walker, 2019). The implementation of strategies that align with changing recruitment trends is a crucial factor in achieving long-term success. The recruitment techniques of NEG are subject to constant evaluation, with a focus on collecting feedback from potential students. This approach allows for adaptability in response to evolving interactions, thereby ensuring the ongoing relevance and effectiveness of the institution's recruitment activities. The Northern Education Group effectively tackles obstacles and enhances its recruitment strategies, establishing itself as a prominent institution of educational distinction in Bangladesh.

3.3 Objective

Broad Objective- Identify potential improvements and strategies to attract a diverse pool of talented students to NEG.

Specific Objectives- Analysis of the challenges faced by Northern Education Group in on-campus student recruitment.

3.4 Methodology

This report will include primary and secondary data from past research and my experience at this organization. For the purpose of fulfil the necessary components of my internship report, it is essential to employ survey questionnaires as a means of data collection. I am executing the task with a systematic approach and careful consideration of the necessary steps. An in-depth survey of students was carried out to collect basic information. Total 100+ of individuals filled out the survey since they were picked randomly. A pre-tested, structured questionnaire was used to gather specific challenges and expectations. The survey will be administered through online platforms to ensure a comprehensive reach to the target audience. The questionnaire included fundamental data pertinent to our goals. Afterwards, this information will be organized and structured in preparation for inclusion within the report. All data was evaluated by using Google Forms, Excel and SPSS software. The quantitative research included distributing a survey form to a group of current students engaged in student recruiting activities, encompassing both public and private universities. The utilization of purposive sampling methodology will effectively secure the presence of a wide range of ideas and perspectives (Patton, 2015).

Target Population: In order to gather the data, I need to survey to the current students from different universities, faculty members, recruitment staff to gain insights into their perspectives on student recruitment challenges and potential areas of improvement.

Primary Sources:

- Individual Observation

- Survey Forms

- Evaluation and hands-on experience

- Receiving feedback and instructions from the superior

Secondary Sources:

- Weekly reports on NEG

- Official job circulars

- The website of the NEG

- The internet

3.5 Current scenario of campus student recruitment

The primary issue faced by recruiters is identifying the extraordinary applicants for admission to their respective educational institutions. The contemporary market environment has presented significant obstacles for universities in their efforts to promote themselves to a diverse worldwide student population. In order to achieve success, it is necessary for institutions to effectively tackle these challenges and implement the required changes to progress.

In order to enhance student engagement and increase enrolment rates, it is compulsory for recruiters to priorities the cultivation of brand recognition through the implementation of diverse marketing strategies and the careful selection of appropriate approaches. The

contemporary genre students express a desire to pursue their studies during flexible time slots that accommodate their existing career and familial obligations. Academic course organizers should respond to these preferences by offering flexible choices for learning. In order to enhance accessibility to services, it is recommended that educational institutions implement digital solutions, such as conducting online advisory sessions through platforms like Skype or Zoom, as well as developing a comprehensive mobile application that serves as a centralized hub for campus services and communication. Universities ought to demonstrate to students how to be independent workers rather than student recruiters. This could include networking meetings with possible employers, skill-building workshops, scenario-based exercises, and competitions with external organizations and future employers.

Universities will need cost-effective recruiting methods. One method to reach many kids while reducing workload is through technology and automation. Recruiters should use automated software to find applicants quickly. On the other hand, Social media may help university marketers organically grow student audiences on Facebook and Instagram. Beyond the online world, universities must care for their professional and academic personnel, their greatest asset to the student experience.

In today's youth, university isn't just about graduating. Education nowadays is about career counselling, coaching, and personalized support. If a programme is too expensive or doesn't pay off, pupils will just search elsewhere. Micro-scholarship firms are helping institutions simply encourage secondary school graduates to apply.

Higher education institutions have significant issues that are generally beyond their sphere of influence. Educational institutions must build effective student recruitment tactics in the present political environment. The process of student recruiting on university campuses is a multifaceted endeavor that contains several problems and prospects for development. Having

a comprehensive understanding of these problems and effectively identifying critical areas for improvement is of the utmost significance for educational institutions aiming to attract a varied and actively involved student population. Although the higher education industry faces some significant obstacles, it is important to note that there are many chances for growth and development. The universities that effectively adapt to evolving trends and embrace innovative recruitment strategies, such as storytelling and cultivating personal relationships with prospective students, are likely to see growth and success in the coming years.

3.6 Challenges of student recruitment

- **Changing Demographics:** The need to address changing population demographics necessitates the development of recruitment tactics that are specifically designed to attract a diverse student body with different backgrounds and interests. The solution was achieved through the establishment of a permanent campus for university students by the NEG. It is beneficial to augment the student population.

- **Intensified Competition:** The increasing number of educational establishments requires the adoption of unique positioning strategies, creative educational programmes, and persuasive communication strategies in order to differentiate oneself from competitors. The Northern Education Group (NEG) consistently priorities the acquisition of competencies that align with the specified educational curriculum. These resources assist kids in excelling in a competitive environment.

- **Digital Transformation:** The dependence of prospective students on internet outlets for information is growing. In order to remain relevant and competitive, institutions are required to undergo adaptation processes that involve the establishment of a

comprehensive online presence and the effective use of diverse digital marketing approaches.

- **Financial Considerations:** Enrollment decisions are significantly influenced by economic factors. It is imperative to provide competitive financial aid packages and provide transparency in pricing information. The Northern Education Group (NEG) provides a multitude of scholarship opportunities. The opportunities are highly regarded by students. Through establishing partnerships with international universities, the NEG will provide distinctive educational programmes tailored specifically for local students.

- **Perception and Reputation:** The influence of an institution's reputation on student interest is significant. It is significant to acknowledge and proactively handle any unfavorable opinions while effectively maintaining the reputation of the organization.

3.7 Key areas of development for student recruitment process:

- **Personalized Engagement:** Developing specific communication tactics to effectively address particular requirements of students and effectively highlight the distinctive value proposition of the institution.

- **Program Innovation:** Consistently changing and upgrading academic programmes to correspond with emerging disciplines and student preferences. The educational

organization frequently provides various opportunities for department-specific skill development.

- **Alumni Engagement:** The use of actively involved alumni as advocates to share success narratives and enhance the institution's credibility and reputation. The organization known as NEG has previously organized a number of events in collaboration with its alumni. The university offers an influential alumni network that actively facilitates the integration of current students into the professional realm.

- **Enhancing Campus Experience:** The institution offers a range of operations, including campus tours, interactive open houses, and virtual experiences, with the aim of facilitating prospective students' ability to see themselves as integral members of the university community.

- **Digital Marketing:** The objective is to design an all-encompassing digital marketing plan that encompasses various online channels, such as social media and search engines, in order to efficiently target and captivate potential students.

3.8 International student recruitment challenges

A number of educational institutions worldwide are currently in the middle of the academic year. However, in the uncertain realm of international student recruiting, each day presents unexpected challenges. International student recruiters have the challenge of identifying a diverse pool of students from other countries, aiming to not only enrich campus diversity but also generate essential tuition money and increase the university's international standing.

The international student market represents a significant economic sector. The research indicates that the international education sector represents a substantial economic opportunity for nations that are popular choices among students, like Britain, the United States, Canada, and Australia. Their profession, as reported by foreign student recruiters in these countries has become increasingly difficult in light of growing rivalry for students originating from emerging nations like China, Singapore, Malaysia, India, and certain Middle Eastern countries. In recent years, the emergence of e-learning and distant learning has provided useful alternatives to conventional teaching methods, thereby introducing an additional element. These above concerns present novel obstacles and more strain for individuals tasked with promoting the university's image and attracting international students. A number of experts in the area highlight the use of internal targets as a means to enhance the enrollment of international students and generate more money. According to student recruiters, the internet has emerged as a crucial instrument in their field of work. In order to maximize their outreach to students and parents, educational institutions are increasingly compelled to actively utilize emerging media technologies. Social networking platforms, like Facebook, Twitter, and MySpace, are being utilized for the purpose of establishing connections with prospective students, as well as fostering deeper relationships with sponsors and foreign governments.

3.9 Current scenario of NEG's student recruitment on various programs

However, relying on the information presented regarding the activities of Northern Education Group, it is possible to present a broad depiction of their student recruitment procedure and current situation.

The Northern Education Group has emerged as a major entity within the education industry, with a specific emphasis on delivering education of exceptional quality through multiple institutions, such as Northern University. The institution's focus to providing a comprehensive

educational experience can be observed with their commitment to higher education for students in the local community, as well as their initiatives in arranging seminars, webinars, and fostering international collaborations. For student recruiting, it is expected that Northern Education Group adopts a comprehensive strategy encompassing various aspects. The institution could perhaps implement focused marketing and outreach initiatives in order to appeal to prospective local students who are actively seeking opportunities for pursuing higher education. This may entail highlighting the distinctive attributes of Northern University, like the specialized knowledge of its faculty, state-of-the-art facilities, and diverse array of academic offerings. The seminars and webinars facilitated by Northern Education Group provide valuable opportunities for knowledge dissemination and act as effective channels for acquainting prospective students with the institution's diverse range of educational programmes and services. These events have the potential to underscore the university's areas of excellence, exhibit notable achievements of its alumni, and offer valuable perspectives on the professional opportunities that lie ahead for graduates. Furthermore, the Northern Education Group's commitment to global education standards and accessibility is demonstrated through international collaborations, such as the "Kotler Impact." These collaborative efforts have the potential to attract international students who seek to derive advantages from a multifaceted and intellectually stimulating academic environment.

The current situation of student recruiting at Northern Education Group may be subject to a variety of circumstances. A possible factor that could be considered include the overall state of education on a worldwide scale, changes in student preferences, developments in technology for online learning, and economic factors that may influence decision-making. The incorporation of digital marketing, social media, and online application platforms may also exert a substantial influence on their recruitment approach. In order to obtain precise and contemporary information on the present state of student recruiting at Northern Education

Group, it is recommended to consult their official website, establish communication with their admissions office, or review recent news articles or press releases that may include any pertinent updates or advancements.

3.10 Promotional channels for student recruitment

Here are some potential promotional tools that Northern Education Group might utilize to enhance its student recruitment efforts:

Website: A carefully designed and instructive website functions as a focal point for every relevant detail pertaining to the institution of study. The website should offer comprehensive information regarding the many academic programmes available, the esteemed faculty members, the state-of-the-art facilities, the prerequisites for admission, and other pertinent topics. And getting involved with visitors can be achieved through the utilization of interactive features such as virtual campus tours and student feedback.

Social Media: Social media networks, including Facebook, Instagram, Twitter and LinkedIn facilitate the ability of organizations to establish connections with a broad range of individuals. Constant postings, frequent updates, and compelling content have the potential to effectively highlight various aspects of campus life, academic accomplishments, events, and experiences of students.

Content Marketing: The act of creating and distributing valuable material through blogs, articles, and videos has the potential to position the institution as a recognized authority within its own sector. The subject matter of this information may encompass various areas, including guidance on professional pursuits, strategies for academic achievement, prevailing patterns within industries, and descriptions of accomplishments.

Search Engine Optimization (SEO): Enhancing the visibility of an institution's online content in search results can be achieved through the optimization of such content for search engines. This tool facilitates the process of locating pertinent information for individuals who are seeking educational possibilities.

Online Advertising: Paid digital advertising, facilitated by platforms such as Google Ads and social media, enables the precise targeting of particular demographics and geographic regions. Practice promotions, search advertisements, and video ads can be effectively employed to emphasize distinctive selling propositions.

Email Marketing: The establishment of an email list and the subsequent distribution of targeted emails can effectively serve the purpose of keeping prospective students well-informed of upcoming events, application deadlines, and pertinent news updates. The use of email that are tailored to individual recipients have the potential to cultivate and foster potential customers, as well as stimulate active participation.

Webinars and Seminars: Arranging webinars and seminars centered around pertinent subjects serves as a means to showcase the institution's proficiency and offers a forum for potential students to engage with faculty members and current students.

Student Ambassadors: The application of present students as brand ambassadors can offer genuine perspectives on student life and experiences. Individuals have the opportunity to engage in outreach activities and contribute to social media initiatives.

Partnerships and Collaborations: By engaging in partnerships with other educational institutions, industrial organizations, or powerful individuals, an institution can augment its credibility and visibility.

Print Collateral: The conventional printed materials such as brochures, flyers, and posters have the potential to be shared within educational institutions, job expos, and other pertinent gatherings.

Public Relations: One effective strategy for obtaining constructive media coverage is to actively collaborate with media sources in order to promote success stories, academic accomplishments, and revolutionary efforts.

Alumni Engagement: The integrity and communication with former students and showcasing their achievements can provide as evidence of the institution's influence on the professional and individual destinies of its students.

<div align="center">

Promotional Contents

</div>

3.11 Findings and Analysis

This particular aspect exhibits a high degree of counter productivity. The data presented in this section is derived from routine activities conducted throughout the period I worked as an intern at the organization. In accordance with my inquiry, this organized entity has provided me with a set of data. The reason for its inclusion is due to its vital role within the organization. The majority of organizations are unwilling to provide internal information pertaining to their operations. During my time at the Northern Education Group, I conducted a project where I gathered information from several organizations. Initially, these organizations were uncertain to provide any internal information. However, they eventually agreed to share such information for the purpose of establishing a working link.

4.1 Survey Questionnaire:

To gather data for my research, I implemented a survey questionnaire presented to a sample of over 100 plus students coming from both public and private universities. The demographic data has been gathered alongside a Likert Scale questionnaire, which comprises five response

options from "Strongly Disagree" to "Strongly Agree" for all of them. The next section

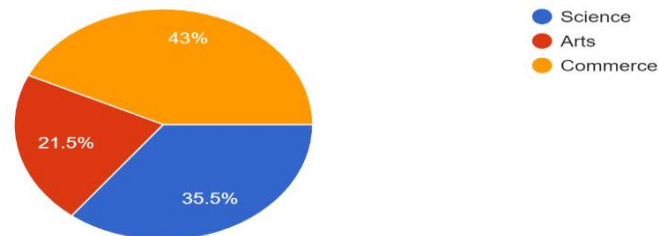presents the questionnaire and corresponding responses.

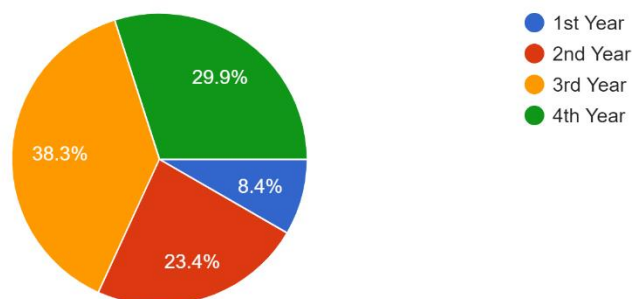**Which type of university are you attending?**
107 responses

Public
Private

89.7%

10.3%
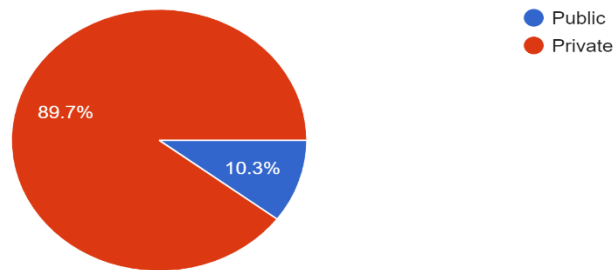
Which department are you enrolled in?
107 responses

Science
Arts
Commerce

43%

21.5%

35.5%

Which year you study?
107 responses
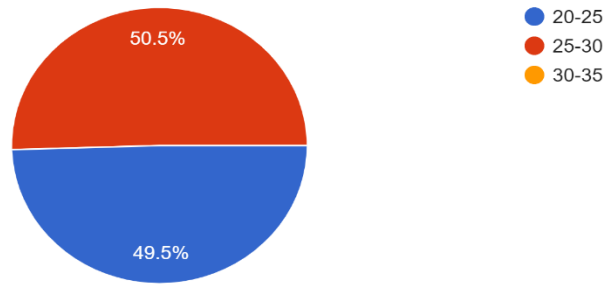
1st Year
2nd Year
3rd Year
4th Year

29.9%

38.3%

8.4%

23.4%

Age Range

107 responses

- 20-25
- 25-30
- 30-35

50.5%

49.5%

Campus student recruitment challenges

Strongly Disagree ▮ Disagree ▮ Neutral ▮ Agree ▮ Strongly Agree

The chang…   Increasing…   The impac…   Financial c…   The role of…

Key HR development areas for on-campus student recruiting

Strongly Disagree ▮ Disagree ▮ Neutral ▮ Agree ▮ Strongly Agree

Tailored di…   Personaliz…   The signifi…   How do yo…   The import…
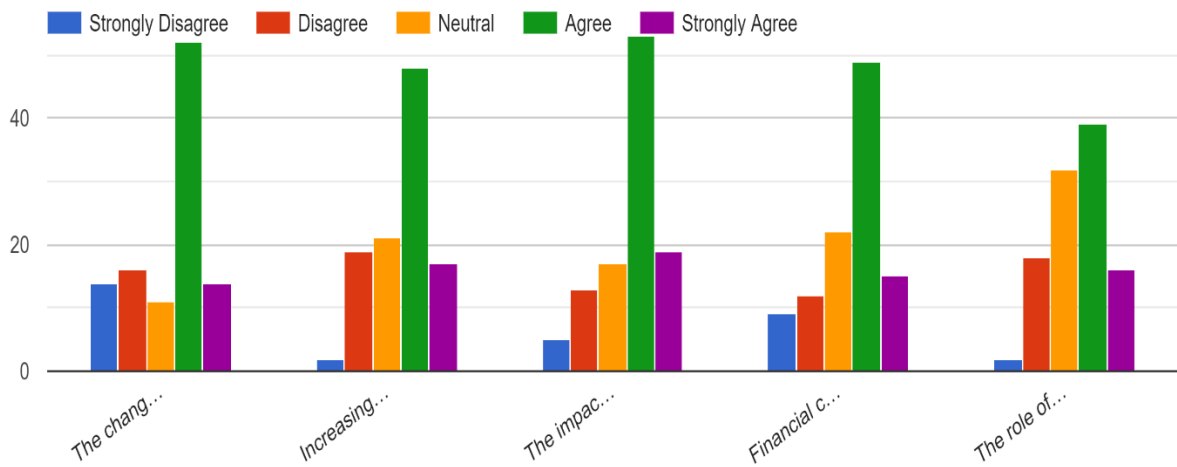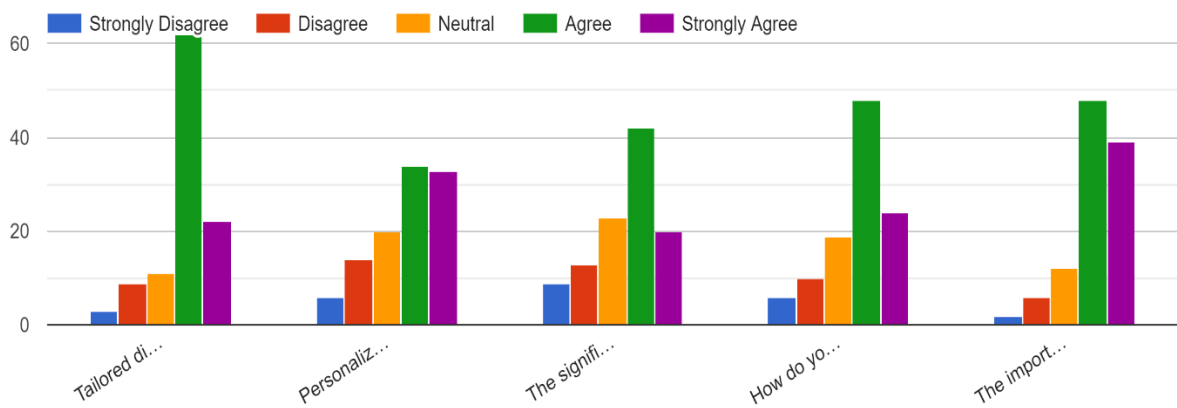
Based on the survey results provided, it can be observed that a significant proportion of students from both public and private universities have shown agreement with the issues associated with campus student recruitment questionnaires, as well as the areas of human resources development pertinent to on-campus student recruiting. Nevertheless, when evaluating the context of an Education consultant firm, the proportion of problems and areas for growth is notably greater compared to other types of organizations.

4.2 Correlation Analysis

A coefficient of correlation is an individual number or statistic that demonstrates a link between two different variables. This value is computed using two ways. Product-moment correlation coefficient by Karl Pearson r or simple correlation coefficient by Karl Pearson r and rank correlation coefficient by Spearman rho or Spearman's rho for short and direction (Gogtay & Thattee, 2016).

Task-1:

Hypothesis 1 for Regression:

Output 01

Null Hypothesis (Ho): There is no statistically significant difference between university, department, year, age and recruitment challenges in universities.

Alternate Hypothesis (H1): There is statistically significant difference between university, department, year, age and recruitment challenges in universities.

Output 02

Null Hypothesis (Ho): There is no statistically significant difference between university, department, year, age and impact of HR development in universities.

Alternate Hypothesis (H1): There is statistically significant difference between university, department, year, age and impact of HR development in universities.

Hypothesis 2 for Paired Sample T Test:

Through statistical analysis, it was determined that there are Department and Recruitment Challenges in different universities in Bangladesh.

Pair 01

Null Hypothesis (Ho): There is a not statistically significant difference between department and recruitment challenges in universities.

Alternate Hypothesis (H1): There is a statistically significant difference between department and recruitment challenges in universities.

Pair 02:

Null Hypothesis (Ho): There is a not statistically significant difference between age and impact of HR development in universities.

Alternate Hypothesis (H1): There is a statistically significant difference between age and impact of HR development in universities.

<center>**Task-2:**</center>

The assumption have been made about the data obtained from the 107 respondents, which are presented as follows:

Fig 01: Data Table View (In SPSS)
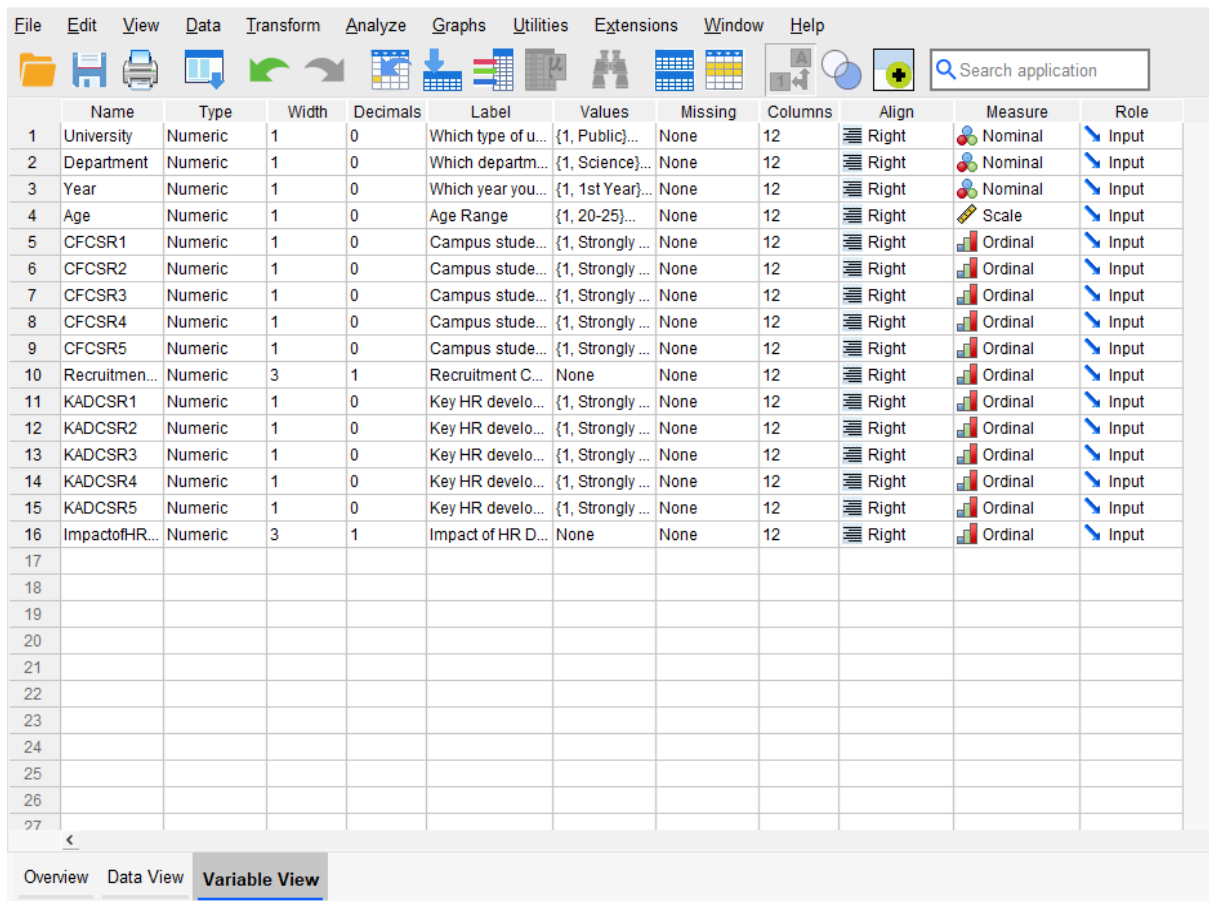
Fig 02: Variable Table View (In SPSS)

Task 3

Variable Name	Symbol	Variable Type
Type of University	TU	Independent Variable
Department	DP	Independent Variable
Year	YR	Independent Variable
Age	AG	Independent Variable
Recruitment Challenges	RC	Dependent Variable
Impact of HR Development Program	HRD	Dependent Variable

Regression Output 01:

➡ **Regression**

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Age Range, Which type of university are you attending?, Which department are you enrolled in?, Which year you study?[b]	.	Enter

a. Dependent Variable: Recruitment Challenge

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.264[a]	.070	.033	.4425

a. Predictors: (Constant), Age Range, Which type of university are you attending?, Which department are you enrolled in?, Which year you study?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.500	4	.375	1.915	.114[b]
	Residual	19.970	102	.196		
	Total	21.470	106			

a. Dependent Variable: Recruitment Challenge

b. Predictors: (Constant), Age Range, Which type of university are you attending?, Which department are you enrolled in?, Which year you study?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.360	.236		10.000	<.001
	Which type of university are you attending?	.121	.105	.112	1.153	.252
	Which department are you enrolled in?	-.112	.051	-.221	-2.194	.031
	Which year you study?	.091	.066	.190	1.385	.169
	Age Range	-.068	.117	-.076	-.581	.562

a. Dependent Variable: Recruitment Challenge

Regression Equation:

RC= $\alpha + \beta_1 TU + \beta_2 DP + \beta_3 YR + \beta_4 AG$

= 2.360+0.121TU-0.112DP+0.091YR-0.068AG [from co-efficient table]

Y=predicted variable

X=known variable value

R^2 = Determination coefficient

Analyze/decision:

R=. 264, it shows positive weak relationship and R^2 = .070 means 7% of variation in Y is explained by variation in X. Lastly, adjusted R square= .033, means how much explaining power has been lost due to additional variable. If, R^2 = .070 that indicates, independent variable explains only 7% of the change in dependent variable. This is not statistically significant at α=10% (p-value=.114). This means there is not much evidence to support the claim with the regression model. Therefore, we have to failed to reject the null hypothesis.

Regression Output 02:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.158[a]	.025	-.013	.4593

a. Predictors: (Constant), Age Range, Which type of university are you attending?, Which department are you enrolled in?, Which year you study?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.550	4	.138	.652	.626[b]
	Residual	21.515	102	.211		
	Total	22.065	106			

a. Dependent Variable: Impact of HR Development Program

b. Predictors: (Constant), Age Range, Which type of university are you attending?, Which department are you enrolled in?, Which year you study?

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.604	.245		14.712	<.001
	Which type of university are you attending?	.006	.109	.006	.058	.954
	Which department are you enrolled in?	.085	.053	.165	1.600	.113
	Which year you study?	-.032	.068	-.065	-.465	.643
	Age Range	.043	.121	.047	.355	.723

a. Dependent Variable: Impact of HR Development Program

Regression Equation:

HRD= $\alpha+\beta 1 TU+\beta 2 DP+\beta 3 YR+\beta 4 AG$

= 3.604+0.006TU+0.085DP-0.032YR+0.043AG [from co-efficient table]

X=known variable value

Y=predicted variable

R^2 = Determination coefficient

Analyze/decision:

R=. 158, it also shows positive weak relationship and R^2 = .025 means 2.5% of variation in Y (Dependent variable- HR development program) is explained by variation in X (Independent variables- university, department, year, age). Lastly, adjusted R square= (-.013) means how much explaining power has been lost due to additional variable. If, R^2 = .025 that indicates, independent variable explains only 2.5% of the change in dependent variable. This is not statistically significant at α=10% (p-value=.626). This means there is not much evidence to support the claim with the regression model. Therefore, we have to failed to reject the null hypothesis.

Paired Sample t-test:

How to Input Paired Sample t-test:

Pair	Variable 1	Variable 2
1	Department	Recruitment Challenges
2	Year	Impact of HR Development

Paired Sample t-test Output:

➡ T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Which department are you enrolled in?	2.07	107	.887	.086
	Recruitment Challenge	2.501	107	.4501	.0435
Pair 2	Which year you study?	2.86	107	.936	.091
	Impact of HR Development Program	3.764	107	.4562	.0441

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	Which department are you enrolled in? & Recruitment Challenge	107	-.175	.036	.071
Pair 2	Which year you study? & Impact of HR Development Program	107	.015	.440	.880

Paired Samples Test

		Paired Differences							Significance	
					95% Confidence Interval of the Difference					
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	One-Sided p	Two-Sided p
Pair 1	Which department are you enrolled in? - Recruitment Challenge	-.4262	1.0626	.1027	-.6298	-.2225	-4.149	106	<.001	<.001
Pair 2	Which year you study? - Impact of HR Development Program	-.9047	1.0354	.1001	-1.1031	-.7062	-9.038	106	<.001	<.001

Paired Samples Effect Sizes

			Standardizer[a]	Point Estimate	95% Confidence Interval	
					Lower	Upper
Pair 1	Which department are you enrolled in? - Recruitment Challenge	Cohen's d	1.063	-.401	-.597	-.203
		Hedges' correction	1.070	-.398	-.593	-.202
Pair 2	Which year you study? - Impact of HR Development Program	Cohen's d	1.035	-.874	-1.095	-.649
		Hedges' correction	1.043	-.868	-1.087	-.645

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.
Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

Here, at the paired sample statistics, Pair 1 shows the mean rate at first was 2.07 for 'Department' in the specific university and another mean is 2.501 which is for recruitment challenges of campus student recruitment. The "p" value in the third table is (<.001) and this means it is statistically significant. As the rule for the p value is (P < 5%). Also, the mean difference here is (-0.4262) Since the p value is lower than the expected p value for this reason it is statistically significance differences.

Analysis/Decision: The difference between 2 means is (-0.4262) and also the 'Department' position in both public and private universities was lower than recruitment challenges. And

from the p value we found out that yes, it is much lower than 5%/ 0.05 [Sig. 2-tailed (<.001)]. So, we can say that, if P value is less than 5% (<5%), we have to reject the null hypothesis.

On the other hand, at the paired sample statistics, Pair 2 shows the mean rate at first was 2.86 for 'Year' in the specific university and another mean is 3.764 which is for impact of HR development program of campus student recruitment. The "p" value in the third table is (<.001) and this means it is statistically significant. As the rule for the p value is (P < 5%). Also, the mean difference here is (-0.9047) Since the p value is lower than the expected p value for this reason it is statistically significance differences.

Analysis/Decision: The difference between 2 means is (-0.9047) and also the 'Year' position in both public and private universities was lower than impact of HR development program. And from the p value we found out that yes, it is much lower than 5%/ 0.05 [Sig. 2-tailed (<.001)]. So, we can say that, if P value is less than 5% (<5%), we have to reject the null hypothesis.

4.3 Chapter Summary

The findings section of this research on student recruitment within the Northern Education Group (NEG) presents a comprehensive comprehension of the difficulties encountered by the institution and the strategic initiatives. It has implemented to overcome these barriers. The current obstacles involve the dynamic changes in demographics and increased competition, requiring flexible strategies for engaging with students. The importance of branding and reputation promotion in attracting prospective students is acknowledged by NEG. The institution places emphasis on highlighting its academic brilliance and wide range of extracurricular activities. The issue of financial accessibility is a prominent problem, and the

NEG takes aggressive measures to solve it by offering scholarships, financial assistance choices, and ensuring fair information regarding tuition fees. Within a culturally varied environment, the institution places a high emphasis on fostering inclusion by using recruitment techniques that are specifically targeted to the needs of international students. Additionally, the institution offers specialized support services to ensure the successful integration and academic progress of these students. The research highlights the rapid adaptability of the Nothern Education Group (NEG) framework in response to external circumstances, such as the COVID-19 epidemic. This adaptability was demonstrated through the implementation of technology-driven solutions, which effectively sustained recruitment efforts. The primary domains of growth encompass utilizing data-driven decision-making, employing personalized communication tactics, cultivating a robust online presence, promoting active involvement of alumni, and sustaining adaptability through ongoing enhancement. The study highlights the effectiveness of the Northern Education Group (NEG) in addressing issues and using strategic opportunities to foster an engaged, diverse, and well-informed group of students.

4.4 Recommendation

In order to effectively tackle the obstacles and crucial domains of advancement pertaining to the recruitment of students on campus, it is preferable to adopt a comprehensive and diverse strategy. To begin with, it is recommended that the institution allocate resources towards establishing an interactive and accessible online platform that effectively represents the campus environment, academic programmes, and student experiences. Moreover, the act of organizing interactive virtual events and webinars can offer a wider audience a view into the dynamic campus culture. The highest level of adaptation can be achieved by implementing communication and interaction tactics that are specifically designed to address individual interests and enquiries. Engaging in collaborative initiatives with high schools, educational

fairs, and community organizations has the potential to enhance outreach efforts and augment brand visibility. In order to cultivate a feeling of inclusion, the implementation of a student ambassadors' programme and the engagement of faculty members in recruitment efforts can offer genuine perspectives on the academic and social dimensions of university existence. By implementing measures to streamline the application process and providing comprehensive and easily accessible information regarding financial assistance choices, the apprehensions of potential students can be addressed. In conclusion, the utilization of data analytics to evaluate the efficacy of different techniques and establishing a cycle of feedback with potential students would ensure a continual process of enhancing and improving the recruitment procedure.

4.5 Conclusion

The success of dealing with the complexities of campus student recruiting necessitates, the adoption of a comprehensive strategy that encompasses several factors such as demographic changes, competitive landscape, emerging digital communication patterns, financial implications, and the management of institutional reputation. The educational sector may increase their recruitment efforts and foster a dynamic diverse student population through a strategic approach that emphasizes personalized interaction, programme innovation, alumni involvement, campus experiences, and effective digital marketing.

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Appendix

(To input all the survey questions)

Challenges and key areas of development towards on campus student recruitment- A Study of Northern Education Group

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Not shared

* Indicates required question

Which type of university are you attending? *

○ Public

○ Private

Which department are you enrolled in? *

○ Science

○ Arts

○ Commerce

Which year you study? *

○ 1st Year

○ 2nd Year

○ 3rd Year

○ 4th Year

Age Range *

○ 20-25

○ 25-30

○ 30-35

Campus student recruitment challenges *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The changing demographic landscape poses challenges in attracting a diverse pool of students to our campus?	○	○	○	○	○
Increasing competition among universities makes it difficult to effectively recruit students for our campus programs?	○	○	○	○	○
The impact of digital communication evaluation on the challenges faced in campus student recruitment?	○	○	○	○	○

Financial considerations such as tuition fees and available scholarships significantly influence a student's decision to enroll in our campus programs?	O	O	O	O	O
The role of reputation of a university management in addressing challenges related to campus student recruitment?	O	O	O	O	O

Key HR development areas for on-campus student recruiting *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Tailored digital marketing strategies to effectively engage potential students?	○	○	○	○	○
Personalized student engagement is crucial in enhancing campus student recruitment efforts?	○	○	○	○	○
The significance of offering innovative and diversified academic programs to attract and enroll a diverse range of students?	○	○	○	○	○

How do you agree that strengthening the alumni network can positively impact campus student recruitment by leveraging alumni as advocates?	○	○	○	○	○
The importance of enhancing the campus experience through engaging activities, interactive tours, and virtual experiences in effectively recruiting students?	○	○	○	○	○