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Vice Chancellor of BRACU Professor Syed Saad Andaleeb speaking at the seminar.

BRACU holds seminar on factors affecting Bangladeshi students

Eduvista Desk

A seminar on "Factors Affecting Bangladeshi Students' Selection of Private Universities: Implication for Branding" organized by BRAC Business School, was held on May 12 at the BRAC University (BRACU) auditorium. Vice Chancellor (VC) of BRACU Professor Syed Saad Andaleeb, the Dean of Business School of BRACU Professor Rahim B. Talukdar, Associate Professor and Head of Operations Mr. Mohammad Rezaur Razzak and Lecturer of Business School Ms Rahma Akhter were present at the seminar.

The objective of the primary research was to find out the basic factors influencing choice of private universities by

Bangladeshi students, and what changes they expect. The study population included the top 9 private universities of Bangladesh, which are American International University Bangladesh, BRAC University, Daffodil International University, East West University, Independent University Bangladesh, North South University, Stamford University, United International University and University of Liberal Arts Bangladesh. The research included 317 respondents and used an open ended questionnaire as the study instrument.

Professor Syed Saad Andaleeb said, "The study had been an interesting one and the most interesting aspect is the 4 categories that have been identified."