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BRAC University holds seminar on BD students



Vice Chancellor of BRAC University Professor Syed Saad Andaleeb addressing the seminar held in the city recently.

A seminar on 'Factors Affecting Bangladeshi Students' Selection of Private Universities: Implication for Branding' was held at the BRAC University auditorium in the BRAC University in the city recently, says a press release.

BRAC Business School of BRAC University organised the programme.

Vice Chancellor of BRAC University Professor Syed Saad Andaleeb PhD, the Dean of BRAC Business School Professor Rahim B Talukdar PhD, Associate Professor and Head of Operations Mr Mohammad Rezaur Razzak and Lecturer of BRAC Business School Ms Rahma Akhter were present at the seminar to discuss the findings of the study.

Data analysis of the result revealed four factors influencing decisions of students regarding which private universities they would choose to enroll in. The factors are classified as Physical, Social, Academic and Financial.