

Approval Sheet

Thesis Completion Certificate

Scholar's Name: Rida Zahra Hashmi Registration No: 34240

Programme of MS Engineering Management

Study:

Thesis Title: Social Media Impact on the admission of Higher Education Institutes

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Abstract

Demands and utilization of the technologies are continuously increasing and the key purpose of this research work is to identify and analyze the impact of social media in the dissemination of information in higher education institutions. In this research, the breadth of the investigation is carried out at Bahria University and through the help of the collective tools and techniques, investigation on the online admission process is carried out. In the context of this research, a sequential research methodology based on the agile mechanism is utilized. Both quantitative and quantitative research aspect is carried out.

The key results demonstrated that social media technology has played an important role in the execution of online admission processes. However, the success of the social media campaign is associated with the paid solution media campaigns. It is suggested that there needs to be integration of effective communication channels and increasing automation of business processes.

Dedication

This thesis is dedicated to:

The sake of Allah, my Creator and my Master, my great teacher and messenger, Mohammed (May Allah bless and grant him), who taught us the purpose of life, The Bahria University, my second magnificent home, my great parents, who never stop giving of themselves in countless ways. All the people in my life who touch my heart, I dedicated this research.

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