

## ABSTRACT

In the contemporary era, students have become highly conscious regarding the selection the university for further studies and education. Most importantly, in the selection of business field students are highly mindful and they evaluate various factors during decision making process. In this regard, students prefer to take admission in the institution with higher brand name and reputation in the market industry. Therefore, universities are also striving to develop a strong brand name in order to meet the current challenges in the field of education. The study examines the impact of brand name of the university in the admission decision making process of students.

As per the research, it has been determined that university brand name influence the admission decision making of student. For the research purpose, data has been gathered from the business students of Hyderabad and Jamshoro. The most affecting factors in creating brand name of the university include merit of the university, classroom facilities, special trainings related to job, geographical location, official website and social media presence of the university. In this regard, several recommendations have been proposed that universities should focus on these factors to develop a strong brand image and more students will prefer to take admission within the particular business university or institution.