

The Role of E-Marketing tools and social media in the higher education student's recruitment in post covid era: Insight from Kazakh, Polish, Nigerian, Iraqi, Kyrgyz, Mexican and Polish universities.

This study aims to describe specific aspects regarding the use of e-marketing tools and social media as factors influencing the perception of the image of higher education institutes among their target students. The study will examine the effectiveness of various e-marketing tools and social media usage in the enrolment and recruitment of students after the covid-19 pandemic. The study will employ a mixed methodology by interviewing 25 student recruitment executives and employees at universities in different countries. The data collected from the interview will be thematically analysed. Also, surveying 400 undergraduate and postgraduate students from each country to triangulate the findings. Career choice satisfaction and career commitment scales will also be administered to those students to understand the influence of various marketing tools on their attitudes and motivation regarding their selected career paths. The study is expected to provide a better insight into E-marketing's impact on the student decision making process in higher education institutes in these countries.

Keywords: social media, E-Marketing, student enrolment,