

FACTORS AFFECTING STUDENTS' ACADEMIC PERFORMANCE: A STUDY ON MANAGEMENT STUDENTS IN BHUBANESWAR

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ABSTRACT

This study aims at determining the academic performance of management students studying in Bhubaneswar. The sample consists of 490 students across various colleges in Bhubaneswar providing management courses MBA & BBA. The various factors that we have considered to determine student's performance are educational background, time spent on social media, time spent on OTT, attendance in classes, study hours, etc. It has been found that the most significant factors contributing towards academic performance of management students are time spent on social media, time spent on OTT, attendance percentage in class, study hours they engage themselves in and board from which they have passed their schooling.

KEYWORDS: *Student's Performance, Ott, Social Media, Educational Background.*

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