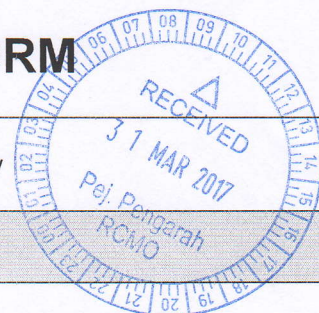


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A PROJECT DETAILS	
<b>i</b>	<b>Title of Research:</b> Kajian Fenomena "No-Show Phenomenon" dalam kalangan calon yang telah ditawarkan kemasukan ke USM
<b>ii</b>	<b>Account Number:</b> 1001/PGURU/846267 816175
<b>iii</b>	<b>Name of Research Leader:</b> Dr Nordin Abd Razak
<b>iv</b>	<b>Name of Co-Researcher:</b> 1. Dr Ahmad Zamri Khairani 2. PM Dr Hazri Jamil 3. PM Dr Mohammad Zohir Ahmad 4. Prof Dr Azlinda Azman 5. Dr Nooraida Yaakob
<b>v</b>	<b>Duration of this research:</b> a) Start Date : 1.1. 2011 b) Completion Date : 31.12. 2014 c) Duration : 4 years d) Revised Date (if any) : 1.1.2014 – 31.12. 2014
B ABSTRACT OF RESEARCH	
<p><i>(An abstract of between 100 and 200 words must be prepared in Bahasa Malaysia and in English. This abstract will be included in the Report of the Research and Innovation Section at a later date as a means of presenting the project findings of the researcher/s to the University and the community at large)</i></p> <p>Like any other business institution, a higher education institution such as Universiti Sains Malaysia (USM) needs to understand its customer needs and wants in order to remain competitive and survive among higher education providers. This is also important in order to attract and retain the potential candidates to pursue their studies at Universiti Sains Malaysia (USM). Given an APEX status by the Ministry of Higher Education</p>	