

FIRST-YEAR STUDENT SURVEY

BACHELOR IN INTERNATIONAL BUSINESS AND TECHNOLOGY

2025-2026

October 2025

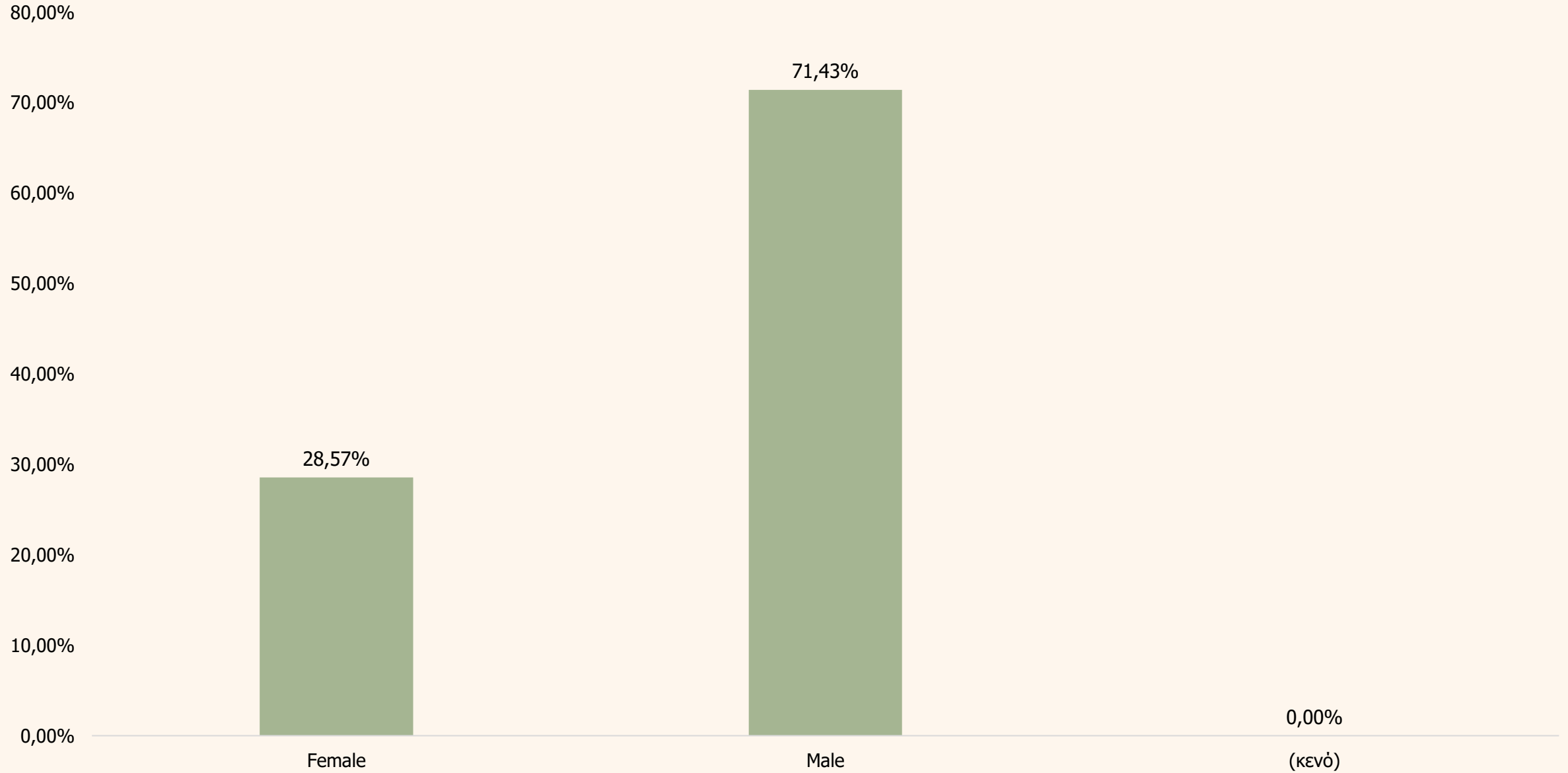
Research Profile

The research was conducted by the Quality Assurance Unit (MODIP) of the Athens University of Economics and Business (AUEB).

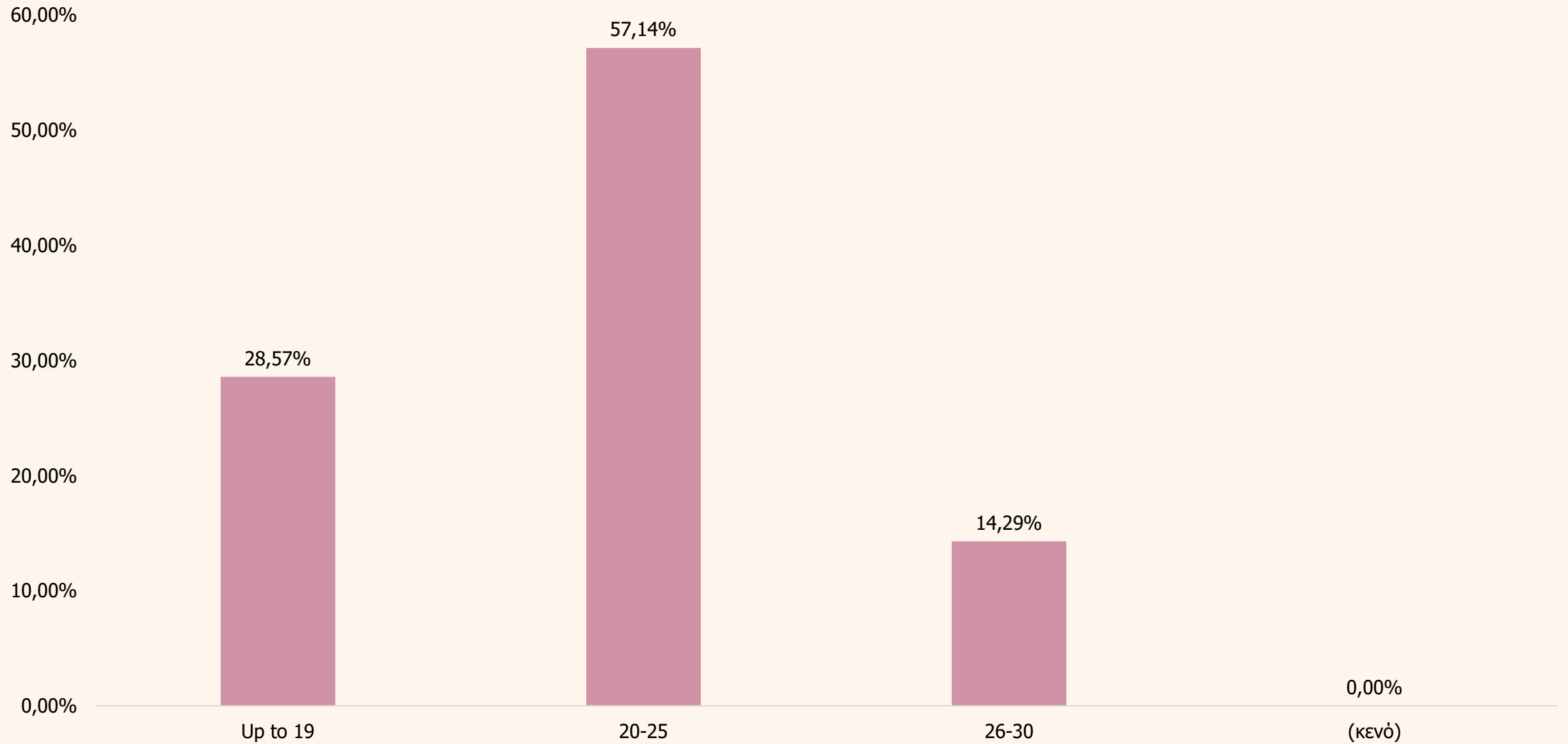
SAMPLE SIZE	33% of first-year students enrolled in the Program
FIELDWORK PERIOD	October 7 – October 22, 2025
LOCATION	Athens University of Economics and Business
SAMPLING METHOD	Convenience sampling combined with self-selection of participants (voluntary participation)
DATA COLLECTION METHOD	Online via a structured LimeSurvey questionnaire

Research results

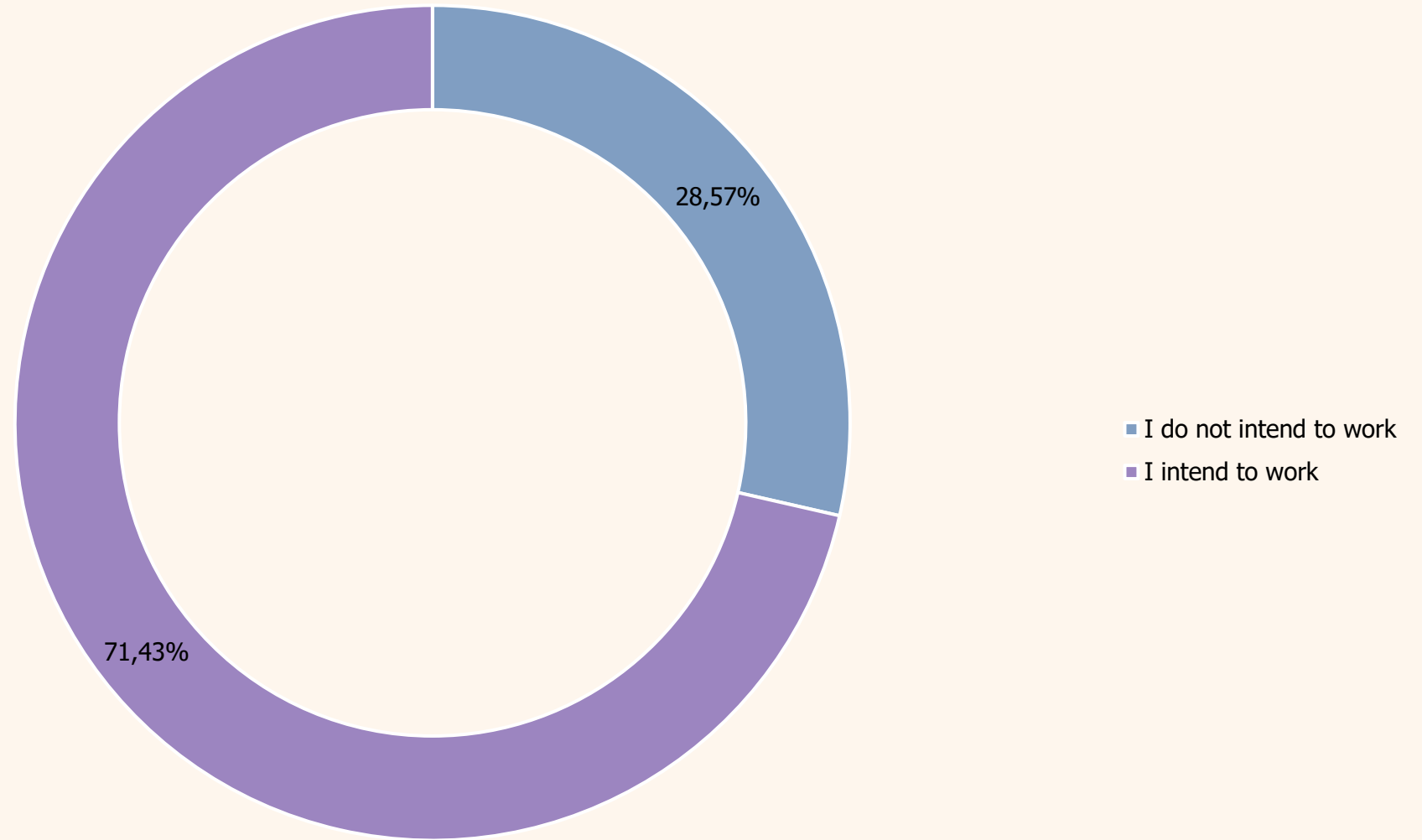
Gender



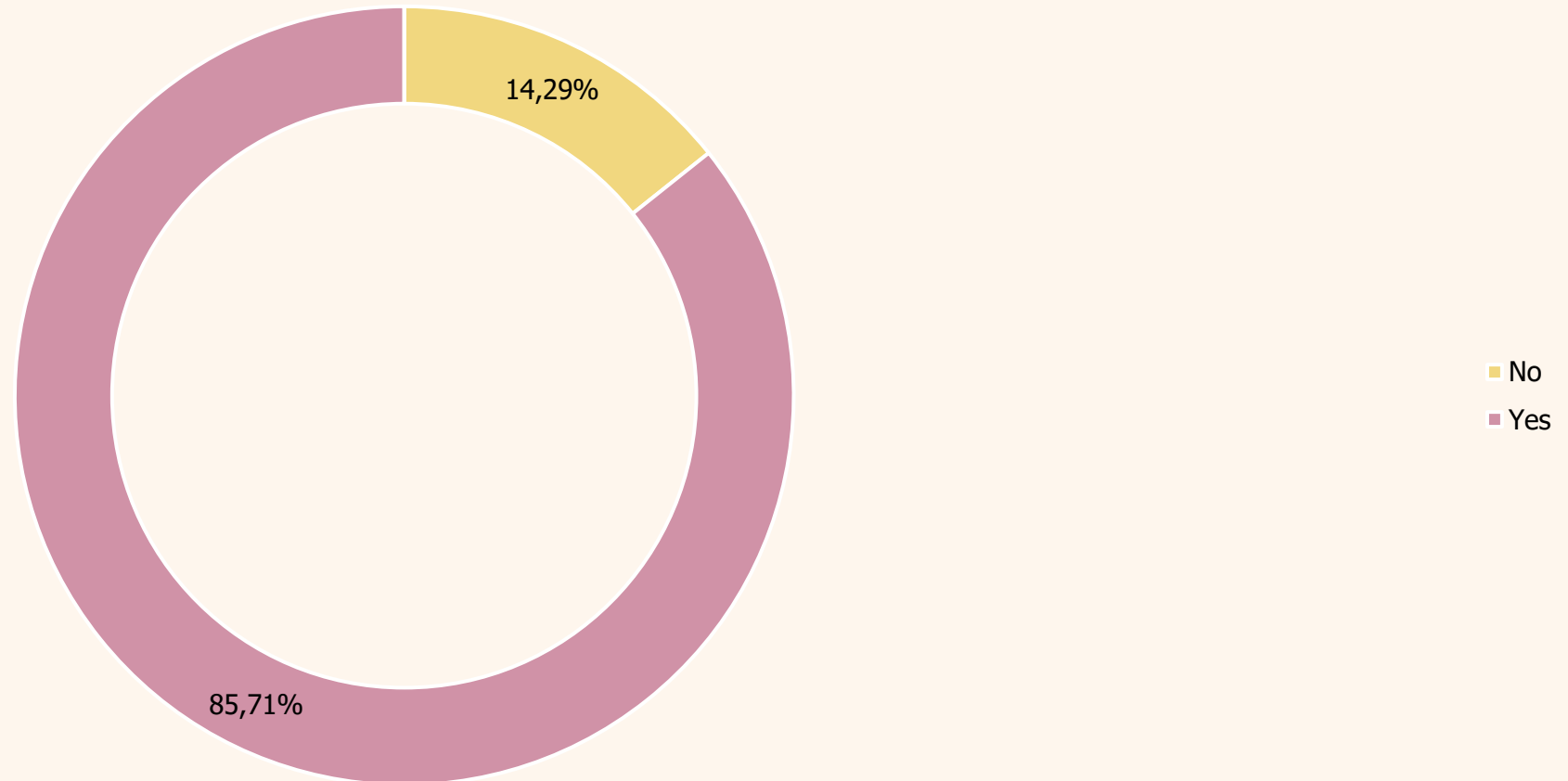
Age



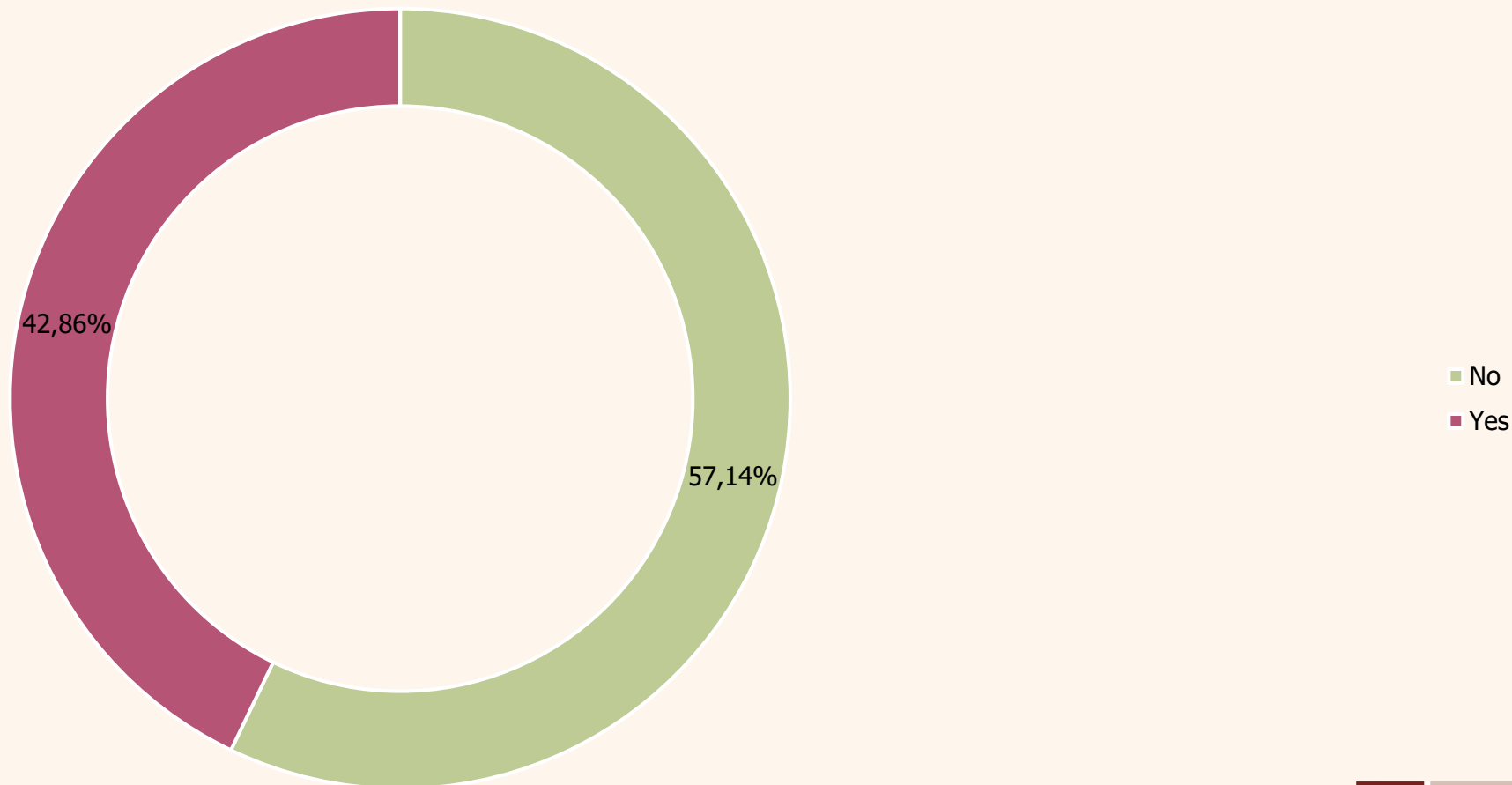
Do you believe you will need to work to support your studies?



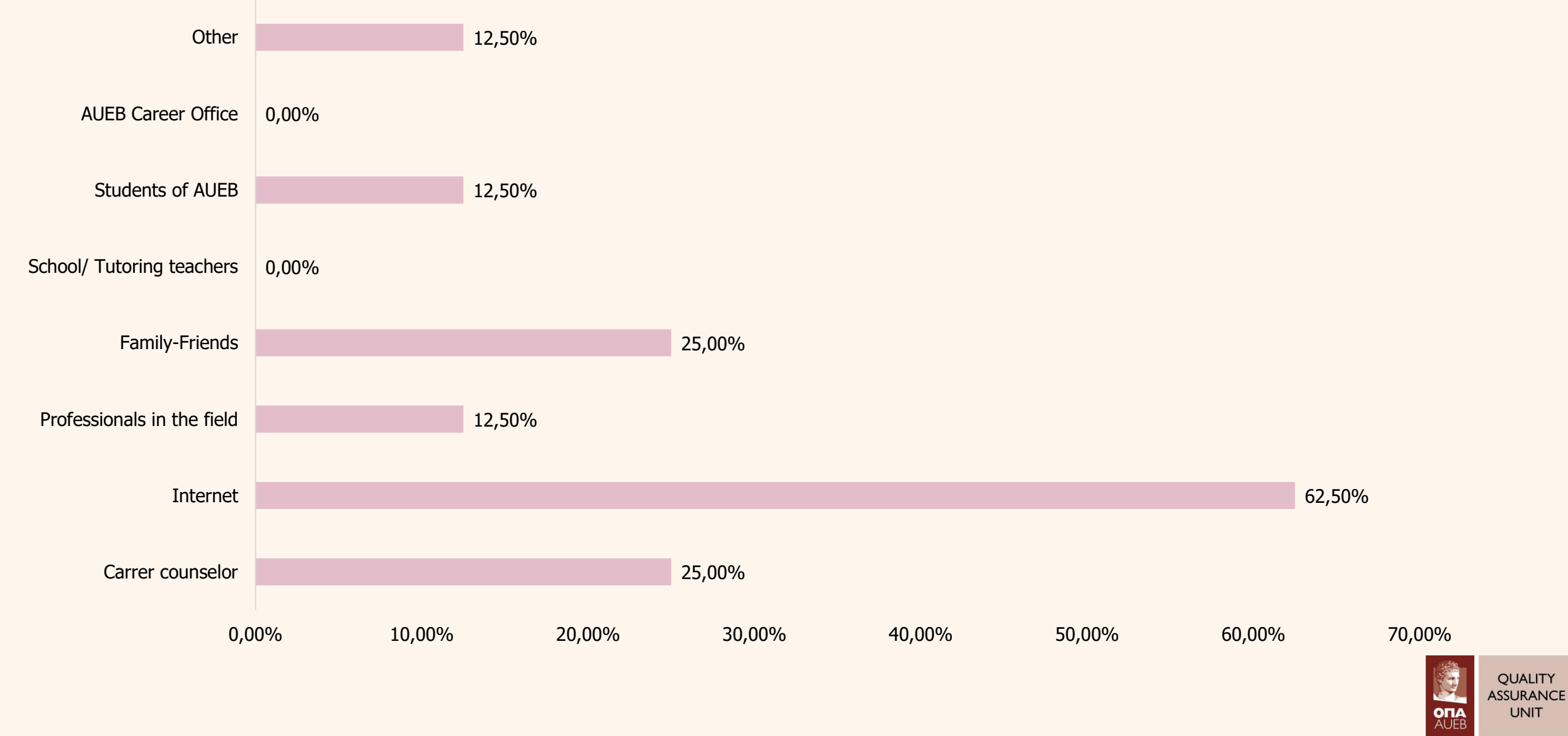
Do your immediate family members (e.g., parents) hold a higher education degree?



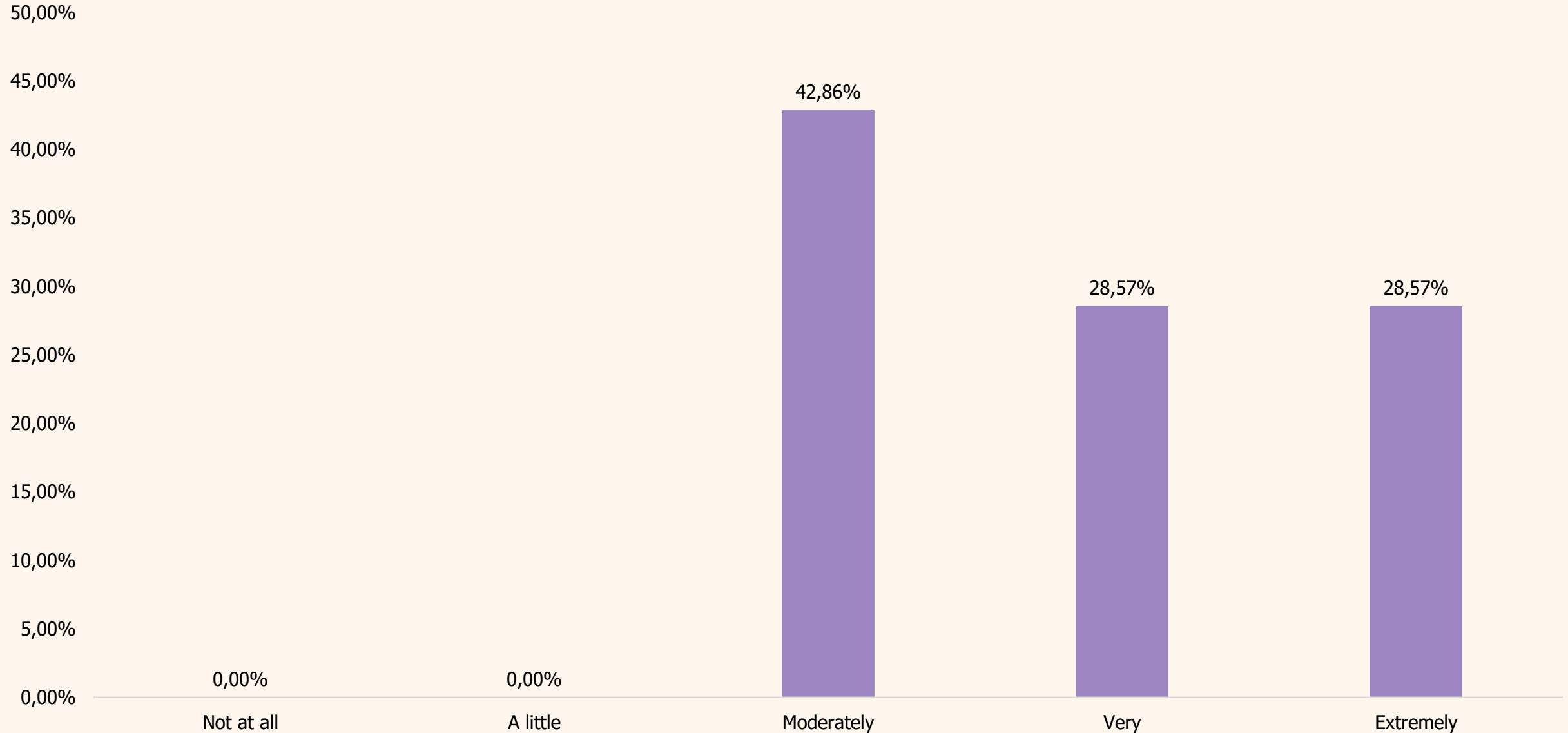
Does any of your parents or guardians work in fields related to those taught at the University (e.g., economics, accounting, business administration, informatics, statistics)?



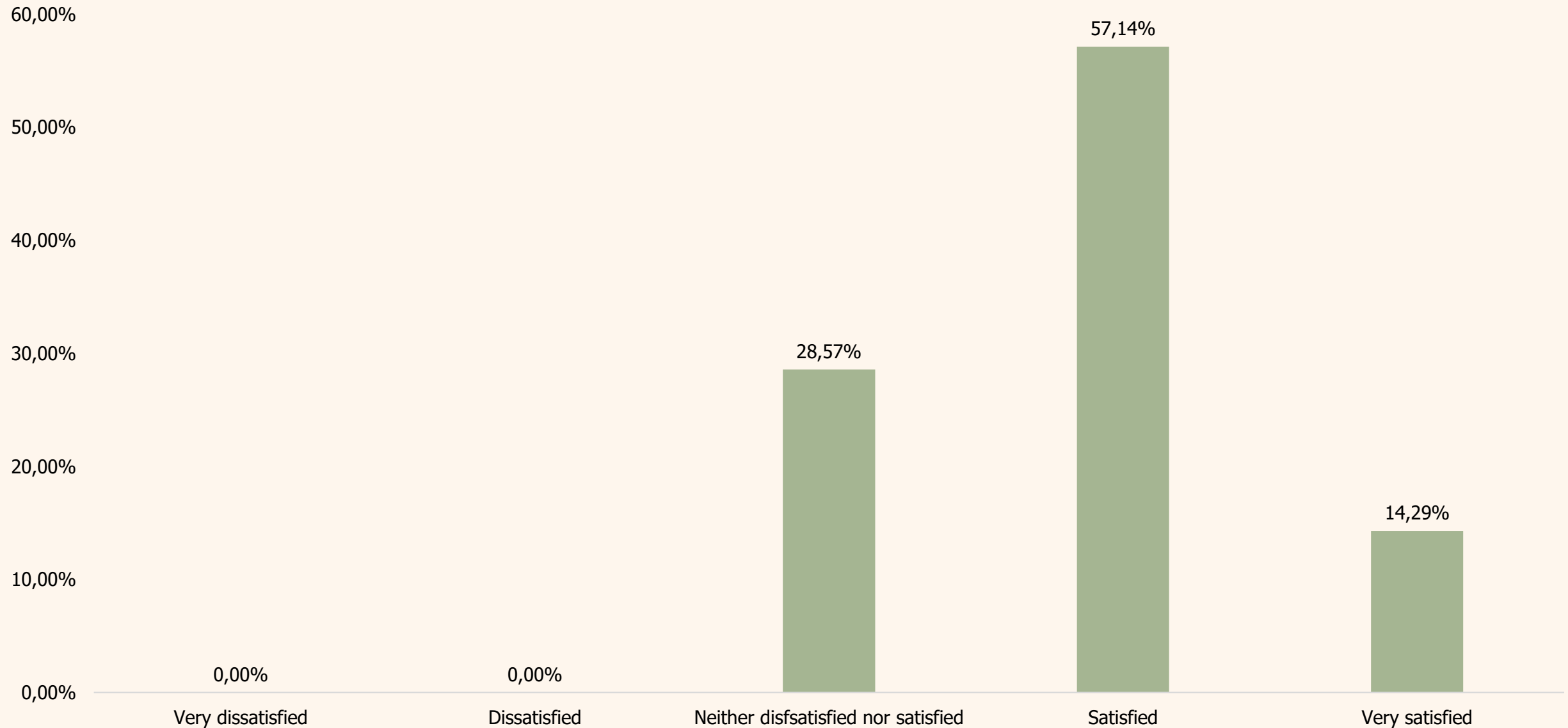
What are your sources of information regarding your decision to choose AUEB?



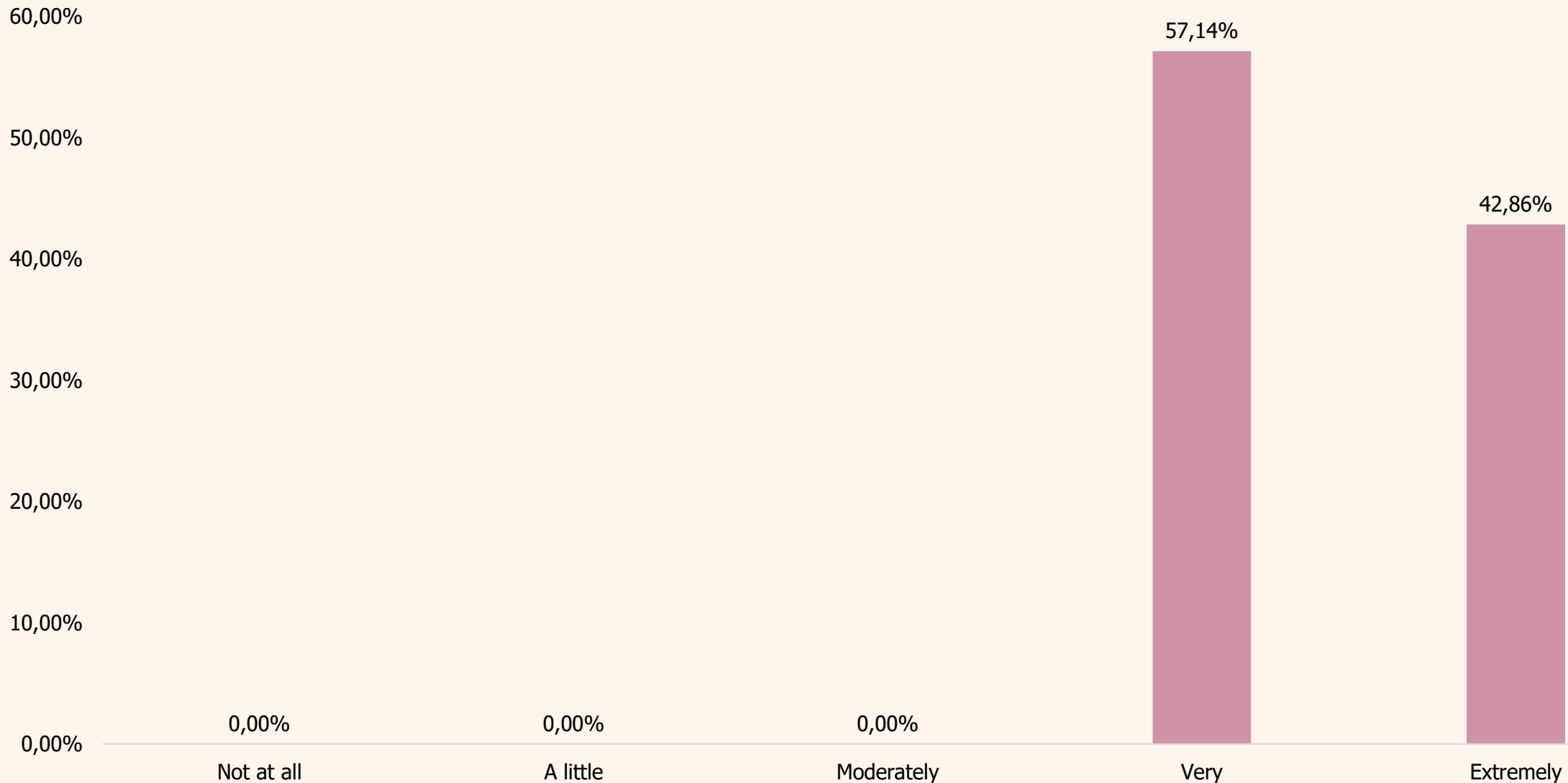
How satisfied are you with the registration process at AUEB?



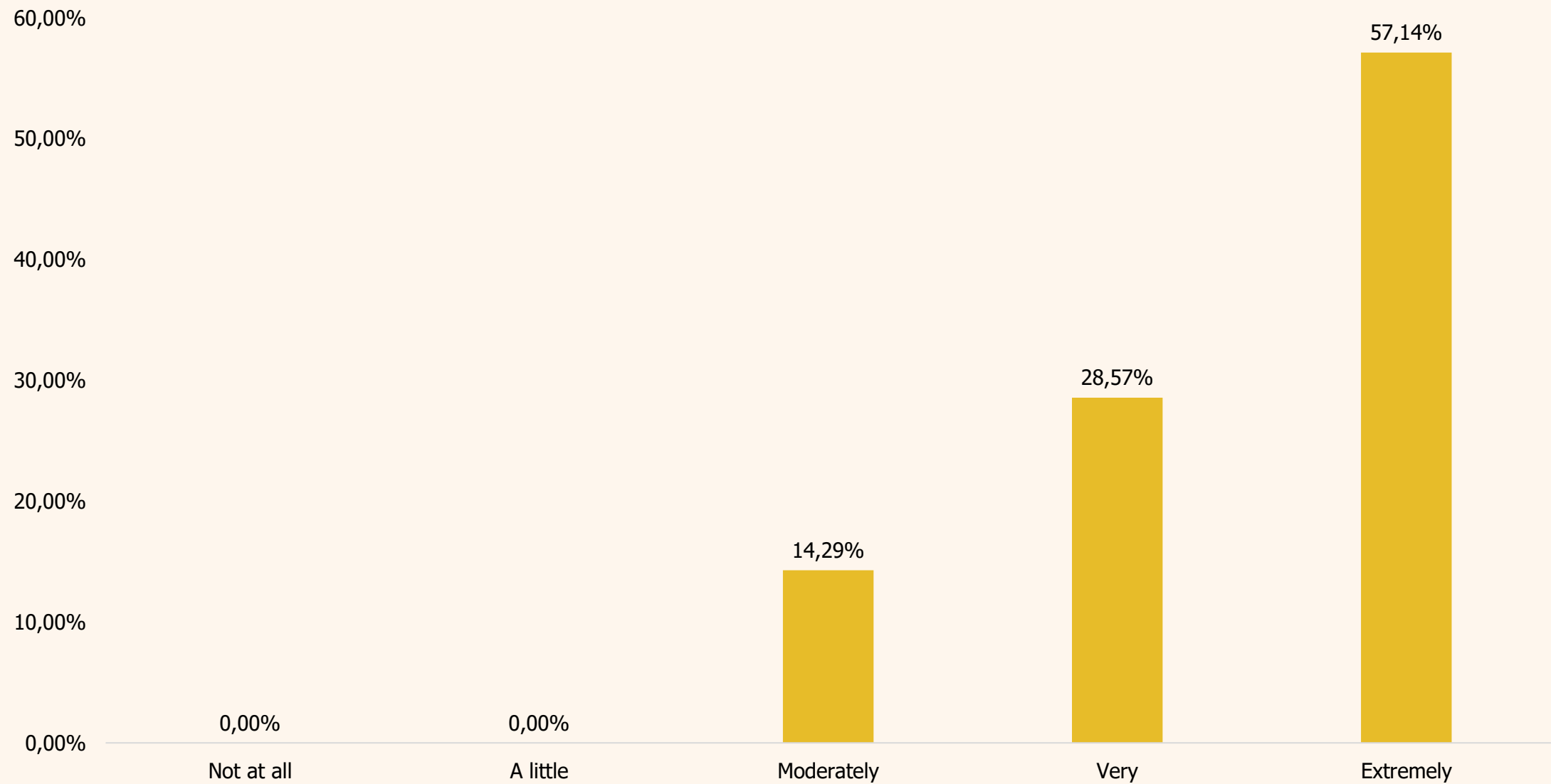
Rate your experience during your first week at the University:



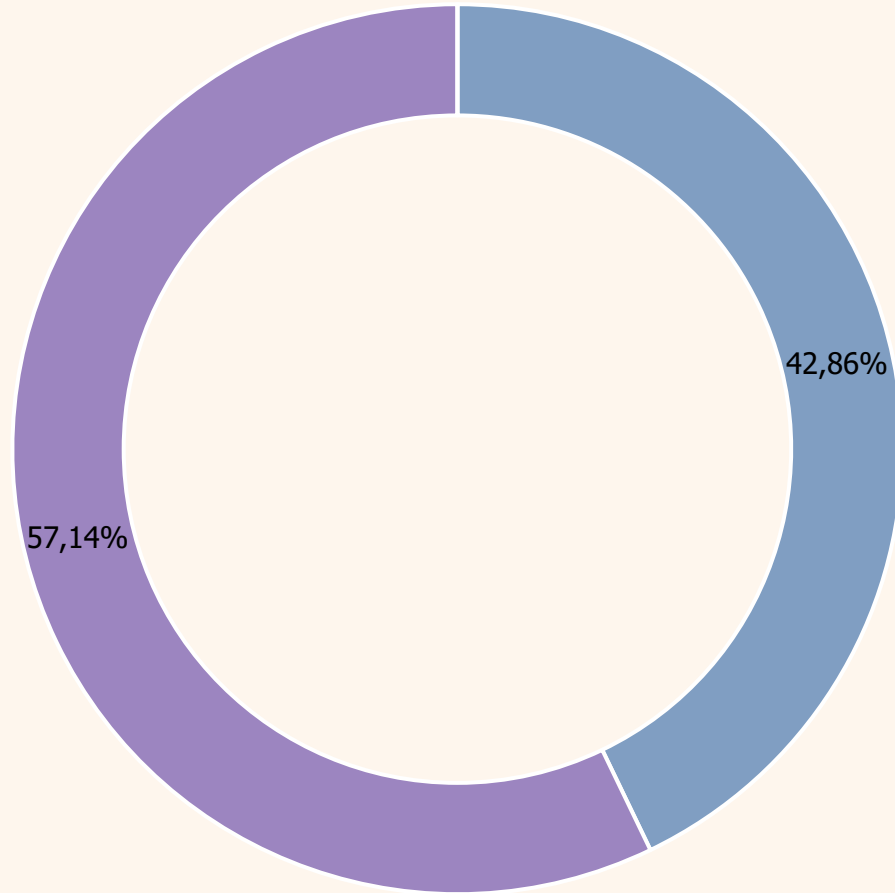
Do you believe that AUEB will significantly help you in your future efforts for professional employment?



Are you satisfied with your admission to AUEB?



Have you participated in competitions organized by scientific associations or organizations aimed at high school students?



■ No
■ Yes

Have you received distinctions in student competitions, sports events, or in any other field?

