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KEY WORD: IMAGE / PRIVATE UNIVERSITY / HIGH SCHOOL / VIEWPOINT

CHITLAWAN BUNNAG : THE IMAGE OF PRIVATE UNIVERSITIES FROM HIGH SCHOOL STUDENTS' VIEWPOINT. THESIS ADVISOR : ASSO. PROF.

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The purpose of this research was to assess the image of private universities according to high school students' viewpoint. The research method had been scoped to image and thinking theories.

The result of this research had revealed the position images of private universities. It was also found that 45.5 percent of high school students expressed their interest to continue their study in the private universities. The major reason was the failure to pass the national entrance examination, many fields of selection and perceived quality when comparing to the others.

The most outstanding feature of private universities is that some private universities co-operate with the well known foreign institutes, the sufficiency of teaching and learning materials while negative image is the high tuition fee.

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