About the Contributors

Ugur Demiray holds Undergraduate (B.A.) in the area media Studies at Anadolu University, Faculty of Communication Sciences, Department of Cinema and Television, Eskisehir-Turkey, December 1977- June 1982 and also Doctorate (Ph.D.) degree at Anadolu University, Social Sciences Graduate Institution, Department of Educational Communication Eskisehir-Turkey, September 1982- May 1986. He is currently working for the Anadolu University. His researches are dealt with distance education application of Anadolu University, Ministry of Education, and by other universities in Turkey. He is interested in changing ethical behaviors around the world by inserting technological developments to the educational field, especially to the Distance education applications, for 3 years. His interest also lies towards the profile of DE students, and relationship of graduates and job market. He has an extensive experience publishing e-journal on distance education internationally under the patronage Anadolu University since 9 years, named, “TOJDE-Turkish Online Journal for Distance Education.” The Turkish Online Journal of Distance Education (TOJDE) is a peer-reviewed quarterly e-journal. International in scope, this scholarly e-journal publishes refereed articles focusing on the issues and challenges of providing theory, research, and information services to global learners in any kind of distance education or open learning applications. TOJDE particularly strives to meet the continuing education needs of practitioners and educators by providing a forum for the discussion of extended learning strategies, policies and practices, and trends in Information Technology as they impact the delivery of student support services for distance learners and faculties.

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**Ruth Gannon-Cook** is Assistant Professor at the DePaul University in the School for New Learning, and has been teaching and designing online courses for 8 years. Ruth Gannon-Cook is a member of the SNL Resident Faculty. She holds a doctoral degree in instructional technology from the University of Houston and a MS. Ed. from Loyola University New Orleans. She also received a Certificate for Advanced Studies from the Queens College, Cambridge, United Kingdom with an emphasis in change diffusion and technology integration. She has presented at numerous conferences and published works on semiotics, distance education, and adult learning. She has also taught at University of Houston-Clear Lake and the University of Houston. She is a skilled facilitator, trainer, researcher, and course designer.

**Mindy Crain-Dorough** is an Assistant Professor of Educational Research in the Department of Educational Leadership and Technology at Southeastern Louisiana University. She previously worked as an Education Research Analyst for the Louisiana Department of Education in the areas of school and district accountability, assessment, and data analysis and reporting. She completed a Bachelor’s degree in secondary mathematics education, a Master’s degree in applied statistics, and a Master’s degree in educational research methodology at Louisiana State University. She received a Doctorate of Philosophy in educational research methodology, also from Louisiana State University. Dr. Dorough serves on the editorial board for two journals, the *International Review of Educational Leadership* and the *International Review of Higher Education Administration*. She has publications in varied areas including deaf education and conducting research in virtual environments. She has made numerous presentations to regional and national professional organizations.

**Manuel Cuadrado** is Associate Professor of Marketing at the University of Valencia, Spain. His main research areas are arts and cultural marketing, innovation in teaching, and e-learning. He has internationally presented and published several surveys regarding these topics in academic journals. Among other titles, he is the leading role of the interdisciplinary, bilingual and online exchange project between the London School of Economics and the University of Valencia.

**Tiffany Dixon** is a graduate student in the Workforce Development and Education program in the College of Education and Human Ecology at The Ohio State University. She is a workforce development specialist with the Ohio Department of Aging and has nine years of experience, including instruction and program development in secondary and adult career technical environments. Ms. Dixon specializes
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**Steffi Engert**, M. A., is Academic staff member of the Centre of Information and Media Services at the University of Duisburg-Essen, coordinator of the E-Competence Agency, and a certified Moodle trainer. More than 15 years of experience managing projects using Information Technologies for innovation and learning, including a number of EU projects; he lived and worked in various countries, especially Russia and the UK, worked also as a freelance journalist, editor and author, event manager, and small company owner/manager.

**Willie Ennis III** came to Southeastern Louisiana University (SLU) after nearly ten years of service in higher education instruction. At SLU, he has helped develop many unique academic programs that relied on the impact of emerging technologies in the k-12 schools; he also served as the statewide Director of the Turn On To Learning (TOTL) Apple initiative that put Apple computers in sixth grade classrooms across the state of Louisiana. Before joining the SLU faculty he taught Radio & Television Broadcasting coursework at both Southern University’s Baton Rouge campus and Jackson State University. His professional career in the academia includes writing for publication and presentation at the state, national and international levels, as well as teaching and university and community service. He applies his combination of practical and academic experience in forming meaningful community relationships between major corporations, k-12 schools, and higher education. SLU and the surrounding community have recognized these professional efforts. He is active in a variety of civic and cultural organizations including serving as a member of the Board of Directors of the Dr. David & Bevelyn Mays Foundation. The Mays Foundation is dedicated to providing wellness screenings to the traditionally underserved Baton Rouge community. Outside of professional interests, he enjoys motorcycling, fishing, and the company of family and friends.

**James Fong** Prior to Fong Strategy, he served as president at a number of research and consulting companies where he specialized in marketing planning for colleges and universities offering continuing and distance education programs. His history also includes serving as Director of Research for an advertising and marketing agency and Director of Marketing Research and Planning for Penn State Outreach. In the latter role, he was responsible for a number of strategic marketing initiatives for the Penn State World Campus. Mr. Fong regularly teaches undergraduate and graduate marketing courses online and on-campus at Penn State University, Drexel University, Framingham State College and Duquesne University.

**John H. Fulwiler**, currently a senior faculty member of the Department of Educational Leadership and Technology at Southeastern Louisiana University, serves as the program director of the newly created M. Ed. Technology Leadership Program. John came to Louisiana from East Tennessee where he did his undergraduate work at East Tennessee State University. His Master’s work was at LSU and doctorate work was completed at the University of Southern Mississippi after studying at the Andrus Gerontology Center at the University of Southern California. John has had considerable experience in program assessment for teacher education and was a co-developer of e-portfolio and candidate assessment systems, PASS-PORT, and Tk20, both currently used as assessment systems at colleges of education in...
Louisiana and around the nation. Additionally, Dr. Fulwiler has expertise in distance learning, technology planning, and digital imaging/photography. Research interests include higher education administration, course management systems, new and emerging technologies, the digital divide/diversity issues, and the history of education.

Osman Gok is Assistant Professor of Marketing at Yasar University in Izmir, Turkey, where he teaches courses in marketing, international marketing, and management. He earned his BS degree in Management Engineering from Istanbul Technical University, MA and MS degrees in marketing and strategic marketing from Dokuz Eylul University- Izmir, and De Montfort University, Leicester- UK respectively. His PhD degree in business administration is from Celal Bayar University, Manisa, studying as a research assistant in the school of business. He served as assistant sales manager, product manager, and marketing research specialist for companies, also as a consultant and educator to several organizations in marketing management, customer satisfaction measurement, and CRM. He has studied and written widely on managing customer relationships, industrial customer satisfaction and marketing management.

Ebru Gokaliler was born in 1979. She graduated from high school in 1996 and then joined at the Ege University Communication Faculty Department of Radio Television and Cinema. She worked as a copywriter in an advertising agency from 2001-2007. She is still a PhD candidate from the doctorate program at Public Relations Department in Ege University since 2006. Her research interest includes advertising, brand, and consumer behavior.

Ileana Hamburg, worked 20 years as a professor for Mathematics and Computer Science at the University of Craiova, Romania. In Germany she worked as a software developer for a company and as a researcher within the Faculty of Informatics at the University of Erlangen, Germany. She is a research fellow at the Institute of Work and Technology (IAT), FH Gelsenkirchen and lecturer for Informatics at the Open University (FU) of Hagen. She works and coordinates German and European projects particularly in the field of Web services and applications for learning and knowledge management, social networks, and communities of practice. Dr. Ileana Hamburg works in different program committees of international conferences and is an evaluator for projects in different national and European initiatives.

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N. Bilge Ispir was born in 1973 in Turkey. He received his PhD degree in 2008. He is assistant professor of Public Relation and Advertising department at Anadolu University, Turkey. He presented various works at a range of international and national conferences and published international-national based articles. His research interests are brand, attitude toward advertising, ad avoidance, media planning, and quantitative research techniques.
About the Contributors

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Sevki Komur was born in 1964, in Turkey. He attained his MA and Ph.D. degrees from Atatürk University. He was transferred to Muğla University in 1994. Since then, he has been teaching at this University. He has articles published in national and international journals. Dr. Komur is currently teaching Methodology, Second Language Acquisition, and Testing and Evaluation courses in ELT Department of Faculty of Education, Muğla University, Turkey. He has presented papers at national and international ELT conferences and symposiums, and he has published articles.

Kenneth E. Lane is currently serving as the Director of the National Center for Excellence in Distance Learning at California State University, San Bernardino, a project to provide educational opportunities for the civilian workforce in the U.S. Navy. Dr. Lane has an extensive background in Educational Administration and Leadership, including experience as a school administrator in Texas and as a Department Chair/Program Coordinator on the University level. Additionally, he has chaired initiatives in developing copyright and intellectual property policies as well as successful accreditation procedures. Dr. Lane holds a Doctorate in Educational Administration from Texas A&M University-Commerce, a Master’s in Counseling from the University of Missouri-St. Louis and a Bachelor’s degree in sociology from Indiana State University. Additionally, he serves as an evaluator of instructional websites for Quality Matters. Dr. Lane has led delegations for People to People to South Africa and China to observe the quality of education including legal issues in education and the application of technology. He has over 100 publications in professional journals and books and over 75 presentations at local, state, national, and international conferences (including ELA).

Michelle Lutz is a doctoral student in the College of Education and Human Ecology at The Ohio State University. Her research interests include adult learners, persistence, and higher education. She has presented at regional conferences on marketing higher education to adults. Lutz currently manages the MBA living and learning community for the Fisher College of Business.

Jephias Mapuva is an educationist by profession and currently a senior researcher in the E-Learning at the University of the Western Cape in South Africa. Prior to joining the University both as a PhD candidate and a researcher, he has taught in tertiary institutions in Zimbabwe where he delivered lectures in the Humanities for close to 11 years, during which time he has amassed a wealth of experience on emerging trends in Higher Education Institutions, mainly in Zimbabwe. Research interest revolves around issues in pedagogy, educational trends in high and tertiary institutions political, and current affairs in Southern African states, and recently has added ICTS pedagogy in Higher Education Institutions to his list of research interests. Valuable experience gained during his tenure as an educator in tertiary institutions has instilled in him the urge to publish several articles both on educational trends and political dispensations across the globe, especially with the unprecedented impact and invincibility of globalisation.
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**Santosh Panda** started his teaching career at the Faculty of Education, Kurukshetra University, Haryana, India in 1984, and since 1997 is a Professor of Distance Education at the Staff Training & Research Institute, Indira Gandhi National Open University, India. In the past, he has been as the Director, Centre for Flexible & Distance Learning, University of the South Pacific, Fiji; Director, Staff Training & Research Institute, IGNOU twice for six years; Director, Inter-University Consortium for ICT-Enabled Education, IGNOU for three years; Director, Association of Indian Universities for three years; Senior Fulbright Scholar in University of New Mexico, USA; Visiting Professor at: Manchester Metropolitan University, UK & University of London, UK; Adjunct Professor at University of Maryland, USA. During the past 26 years of university teaching, he has provided consultancy for: British Council, Commonwealth of Learning, IDRC, UNDP, UNESCO, World Bank, Ford Foundation; and governments of China, Nepal, Lesotho, and Nigeria. He has visited, presented keynotes, and conducted workshops in 25 countries: Bangladesh, Cambodia, Canada, China, Ethiopia, Fiji, France, The Gambia, Ghana, Indonesia, Lesotho, Germany, Hong Kong, Kenya, Nepal, Nigeria, Turkey, Sierra Leone, Singapore, South Africa, Thailand, The Netherlands, UAE, UK, and USA. He sits in the Editorial Board of over 15 internationally refereed journals including: *International Journal of Educational Media* (USA), *International Journal for the Scholarship of Teaching & Learning* (USA), *Journal of Research in Learning Technology* (Routledge, UK). *Turkish Online Journal of Distance Education* (Anadolu University-TURKEY). He has extensively published internationally, and his latest books include: *Planning and Management in Distance Education* (Routledge, London), & *Economics of Distance and Online Learning* (Routledge, New York).

**Elizabeth Moore Rhodes** is a 2003 graduate in Educational Technology from Pepperdine University. She earned a Master of Arts degree from the University of Michigan and a Bachelor of Arts from Xavier University of Louisiana. She currently serves as an Assistant Professor at the Southeastern Louisiana University. While teaching at Southeastern, she has served as Director of the Center for Educational Services and Research in the College of Education and Human Development. Dr. Rhodes has also served in several capacities at Xavier University of Louisiana; as Director of Distance Learning, School/University Liaison in the Center for the Advancement of Teaching, Director of Student Teaching and as Assistant Professor in the Division of Education. Throughout her career, Dr. Rhodes has authored and co-authored numerous articles on diversity and education, minority teacher recruitment, and technology in education. During her career, she has been awarded no fewer than five federal, state, and private foundation grants enabling study of issues related to her research interests. She has served on the National Council of Accreditation of Teacher Education (NCATE) Board of Examiners, the School Board of Sojourner Truth Academy, and the Board of Commissioners for the Kenilworth Civic Improvement Association. She was designated a 2002 Role Model by the Young Women’s Christian Association (YWCA).
Rhodes also serves as Vice-President of LA Creole Research Organization and is a journal reviewer for their publication.

Michael D. Richardson is the Hibernia Endowed Professor of Educational Leadership and Head of the Department of Educational Leadership and Technology at Southeastern Louisiana University. He previously held faculty and administrative appointments at Western Kentucky University, Clemson University, Georgia Southern University, and Mercer University. He completed Bachelor’s and Master’s degrees in Education at Tennessee Technological University and was awarded the Doctorate of Education from the University of Tennessee. Dr. Richardson served as Founding Editor of the Journal of School Leadership an internationally refereed journal of educational leadership, as Editor of The Journal of At-Risk Issues and Founding Editor of Contemporary Issues in Educational Leadership and The Mercer Journal of Educational Leadership. He has authored or edited fourteen books, published more than one hundred articles in professional journals, and made more than one hundred and fifty presentations to regional, national, and international professional organizations. Dr. Richardson served as a secondary and elementary principal, Personnel Director, Director of Special Projects, Coordinator of Federal Programs, and Assistant Superintendent before entering higher education.

Shannon Ritter, an active participant of online communities for over 15 years, currently works as the social networks adviser for Penn State World Campus. Shannon’s position allows her to experiment and evaluate new technologies and consider their use for community building among distance education students, faculty, and staff. Shannon began experimenting in Second Life in 2004 and has developed community spaces for Penn State Undergraduate Admissions and PSWC in addition to her own personal work in this virtual environment.

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David S. Stein received his Ph.D. in adult education from the University of Michigan. He also holds an M.S. in community health planning and administration from the University of Cincinnati. He currently serves as an associate professor in the College of Education and Human Ecology at The Ohio State University. Dr. Stein specializes in adult teaching and learning. He has conducted workshops on principles of adult teaching and has served as a consultant to the Ohio Board of Regents, the Supreme Court of Ohio Judicial College, professional associations, and other universities on adult education. Presently, Dr. Stein is researching online learning and its influence on adult learning. He has presented at numerous conferences on adult learning and has written extensively on how adults learn.

Michael Stellefson, PhD, is an Assistant Professor of Health Promotion at Coastal Carolina University. He received his M.S. and Ph.D. in Health Education from Texas A&M University and was the Principal Investigator on a Health Services Research Dissertation Grant (R36) entitled, Efficacy of DVD Technology in COPD Self-Management Education of Rural Patients, awarded by the Agency for Healthcare Research and Quality (AHRQ). His research interests include health marketing through the utilization of technological applications, chronic obstructive pulmonary disease self-management education, and fall prevention among elders. He has been a published author on 13 peer reviewed manuscripts in journals related to health education and health promotion, given over 30 research presentations at regional and national professional conferences, and has also served as the Managing Editor for the American Journal of Health Studies.

Juliet Stoltenkamp’s current position as E-Learning Manager at the University of the Western Cape entails managing change when integrating e-learning in an organisation and includes leadership on a strategic, developmental and operational level. She has gained valuable working experience as an educator, instructional designer, learning management system trainer, and administrator in higher education institutions in both the Western and Gauteng provinces. Juliet hopes that her current PhD study: A Pedagogical Approach to E-Learning Success will add value to the E-Learning body of research. She is currently driving the eLearning Support Unit and has a background in Education for over 14 years. She has done extensive research around e-learning, specifically for the last 5 years. She is also a mother of two sons and a daughter.
Don S. Stumpf works as an Assistant Professor of Adult Education in the Department of Adult and Adolescent Education at Armstrong Atlantic State University in Savannah, Georgia. He has also served as the Director of Teacher Education Programs for Armstrong’s extended campus location in Hinesville, Georgia. Previously he was the Director of Columbia College of Missouri’s extended campus location at the Fort Stewart Army Garrison near Hinesville. He has also worked with Embry-Riddle Aeronautical University as the Assistant Director of the extended campus at Hunter Army Airfield in Savannah. Dr. Stumpf began working in higher education after more than twenty years working in aviation maintenance. He graduated from Armstrong Atlantic State University with a Bachelor of General Studies degree. He also received his Master of Education degree from Armstrong Atlantic State University. Dr. Stumpf completed post-graduate certificate programs in instructional design/educational technology and adult education, specializing in adult literacy. He earned his Doctorate of Education in Educational Administration at Georgia Southern University.

Judith Terstriep is senior research and project manager at the Institute for Work and Technology, research department «Innovation, Space & Culture». She holds a diploma in Business Administration from the University of Duisburg. Her research is mainly concerned with regional development and innovation strategies, clusters and cluster management, the micro-foundation of clusters, and trans-national learning. She is member of the KIS-IP Horizontal Steering Group of the European Commission and member of the European Institute for Advanced Studies in Management and CINet (Continuous Innovation Network). She coordinated the FP6 project NICE–Networking ICT Clusters across Europe and is partner in the CIP project ACHIEVE More - Enabling the Success of Entrepreneurship and Innovation through Incubation and Clustering (since 02/2008).

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Salih Usun was born in 1963 in Turkey. He received his Ph.D. degree in 1996 from Ankara University. He became an associate professor in 2005. So, his studies are also focused on program development, teacher training, and instructional technologies such as distance education and computer assisted education. He has contributed articles in standard national and international journals and also presented papers in national and international conferences. He is Head of Department of Educational Sciences in Faculty of Education in Mugla University.

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**Constance E. Wanstreet** received her Ph.D. in workforce development and education from The Ohio State University in 2007 after 25 years in the communications field. She is an adjunct assistant professor in the College of Education and Human Ecology. Dr. Wanstreet has developed and implemented training programs for adult learners in workplace settings and has served as a consultant to the Ohio Board of Regents and the Supreme Court of Ohio Judicial College. She has presented at numerous international and national conferences, primarily on how adults learn in online environments.

**Gonca Telli Yamamoto**, is an associate professor in the School of Applied Sciences at Okan University, Turkey. She is the head of Information Sciences and Technologies Department. She is also coordinating Okan University Distance Education Center at present. She was formerly the founder and director of Social Sciences Institute, Business Administration Department and several other departments of Okan University. She currently teaches, consults, and conducts research on mobile and integrated marketing and new learning technologies in business. She has been studying integrated marketing, technological developments, and customer value for more than a decade in the academic field. She is also interested in broader implications associated with emerging information society. She has some books and chapters related to sales, integrated and mobile marketing, and IT ethics. Her several articles were published in several national and international journals. She has also received two outstanding paper awards from the International Academy of E-Business.