Table of Contents

RESEARCH ARTICLES

1  From Internal Branding to Cultural Transformation: A Virtuous Circle
   Maria Matiatou, The American College of Greece, Athens, Greece

20 Experiences on the Evaluation of DSSim: A Multi-Agent Ontology Mapping System
   Maria Vargas-Vera, Universidad Adolfo Ibáñez, Vina del Mar, Chile
   Miklos Nagy, Open University, Milton Keynes, UK

51 Kuwait is the Past, Dubai is the Present, Doha is the Future: Informational Cities on the Arabian Gulf
   Julia Gremm, Heinrich Heine University, Düsseldorf, Germany
   Julia Barth, Heinrich Heine University, Düsseldorf, Germany
   Wolfgang G. Stock, Heinrich Heine University, Düsseldorf, Germany

65 Architecture of DSSim: A Multi-Agent Ontology Mapping System
   Maria Vargas-Vera, Universidad Adolfo Ibáñez, Vina del Mar, Chile
   Miklos Nagy, Open University, Milton Keynes, UK

83 Design and Content Description of Educational Videogame Word-y to Learn English as a Second Language
   Michelle Nicolás Nourdin, Universidad Católica de la Santísima Concepción, Concepción, Chile
   María Graciela Badilla Quintana, Universidad Católica de la Santísima Concepción, Concepción, Chile

94 Behaviour of an Educational Simulation Model Depending on the Initial Conditions of the Simulation
   Petr Michalík, Department of Computer Science and Educational Technology, University of West Bohemia, Pilsen, Czech Republic

Copyright

The International Journal of Knowledge Society Research (IJKSR) (ISSN 1947-8429; eISSN 1947-8437), Copyright © 2015 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.