

International Journal of Technology and Educational Marketing

July-December 2014, Vol. 4, No. 2

Table of Contents

SPECIAL ISSUE FROM THE INTERNATIONAL CONFERENCE ON E-LEARNING AND E-TECHNOLOGIES IN EDUCATION (ICEEE), PART 2

Guest Editor

Jacek Stando, Technical University of Lodz, Lodz, Poland

RESEARCH ARTICLES

- 1 **Generating Personalized Navigation Learning Path Based on Knowledge Map**
Xiang Jun Huang, MOE KLINNS Lab and SKLMS Lab, Xi'an Jiaotong University, Xi'an, China & School of Mechanical, Electrical & Information Engineering, Shan Dong University, Weihai, China
Chao Zhang, MOE KLINNS Lab and SKLMS Lab, Xi'an Jiaotong University, Xi'an, China & Beijing Jing hang Computation and Communication Institute, Beijing, China
Qing Hua Zheng, MOE KLINNS Lab and SKLMS Lab, Xi'an Jiaotong University, Xi'an, China
- 18 **An Innovative Approach: Electronic Textbooks By CMS Drupal**
Ilko Tsonev Iliev, Faculty of Mathematics and Computer Science, Konstantin Preslavsky University of Shumen, Shumen, Bulgaria
Svetlana Zhelyazkova Vasileva, Konstantin Preslavsky University of Shumen, Dobrich, Bulgaria
- 28 **The Distribution Method of the High Resolution Video for a Blackboard Based Lecture**
Shinnosuke Yamaguchi, Kyushu Institute of Technology, Iizuka-shi, Fukuoka, Japan
Yuzo Taenaka, Information Technology Center, The University of Tokyo, Tokyo, Japan
Yuki Toyosaka, Kyushu Institute of Technology, Iizuka-shi, Fukuoka, Japan
Ohnishi Yoshimasa, Kyushu Institute of Technology, Iizuka-shi, Fukuoka, Japan
Kazunori Nishino, Kyushu Institute of Technology, Iizuka-shi, Fukuoka, Japan
Yoshimi Fukumura, Nagaoka University of Technology, Nagaoka-shi, Japan
- 43 **Predicting Student Retention by Linear Programming Discriminant Analysis**
Jaan Ubi, Perdue School of Business, Salisbury University, Salisbury, MD, USA
Evald Ubi, Tallinn University of Technology, Tallinn, Estonia
Innar Liiv, Tallinn University of Technology, Tallinn, Estonia
Kristina Murtazin, Tallinn University of Technology, Tallinn, Estonia
- 54 **The Emergence of E-Learning Needs in Participatory Re-Design of e-Service**
Angela Di Fiore, Department of Sociology and Social Research, University of Trento, Trento, Italy
Francesca Fiore, Department of Sociology and Social Research, University of Trento, Trento, Italy
Vincenzo D'Andrea, Department of Information Science and Engineering, University of Trento, Trento, Italy
- 66 **Meta-Model Flexibility as a Significant Factor for Increasing End-User Involvement Experiences from the NEXT-TELL Project**
Zbigniew Misiak, BOC Information Technologies Consulting sp. z o.o., Warsaw, Poland
Michał Kossowski, BOC Information Technologies Consulting sp. z o.o., Warsaw, Poland
Wilfrid Utz, BOC Asset Management GmbH, Wien, Austria
- 75 **Improving Personalization In E-Learning Systems**
Assma Bezza, Ecole National Supérieure d'Informatique, El Harrach, Algeria
Amar Balla, Ecole National Supérieure d'Informatique, El Harrach, Algeria
Farhi Marir, Faculty of Computing, London Metropolitan University, London, UK
- 85 **AYSE: Automated System Synthesis Environment**
Seyit Ozturk, University of Houston- Clear Lake, Houston, TX, USA
Faruk Karaagac, University of Houston- Clear Lake, Houston, TX, USA
Hakduran Koc, University of Houston- Clear Lake, Houston, TX, USA

Copyright

The **International Journal of Technology and Educational Marketing (IJTEM)** (ISSN 2155-5605; eISSN 2155-5613), Copyright © 2014 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.

The *International Journal of Technology and Educational Marketing* is indexed or listed in the following: Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; ProQuest Advanced Technologies & Aerospace Journals; ProQuest Computer Science Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory