

Table of Contents

International Journal of Technology and Educational Marketing

Volume 7 • Issue 2 • July-December-2017 • ISSN: 2155-5605 • eISSN: 2155-5613

An official publication of the Information Resources Management Association

Research Articles

- 1 **Reflexive Tourism Supply Chain Management: Sustainability in Higher Education in the Asia-Pacific Context**
Chiung-Li Li, Tourism Department, Meiho University, Neipu Hsiang, Taiwan
Yun-Hui Lin, Tourism Department, Meiho University, Neipu Hsiang, Taiwan
Yi-Hsuan Chen, Tourism Department, Meiho University, Neipu Hsiang, Taiwan
Wei-Shuo Lo, Hospitality Management Department, Meiho University, Neipu Hsiang, Taiwan

- 17 **Effectiveness of WhatsApp: A Social Media Tool for Student's Activities in Saudi Arabia**
Asma Khatun, College of Computer Science & Software Engineering, University of Hail, Hail, Saudi Arabia
Kawther A. Al-Dhlan, College of Computer Science & Software Engineering University of Hail, Hail, Saudi Arabia

- 24 **Sponsorship of Case Study Competitions and Impact on Brand Equity-An Exploratory Study in the UAE Higher Education Sector**
Muneeza Shoaib, Middlesex University Dubai, Dubai, United Arab Emirates
Vijaya Kumar, Middlesex University Dubai, Dubai, United Arab Emirates
Neelofer Mashood, Middlesex University Dubai, Dubai, United Arab Emirates
Hameedah Sayani, Mohammed Bin Rashid School of Government, Dubai, United Arab Emirates

- 45 **Influence of People Mix in Selecting Institute of Technical Education: A Case Study of North Maharashtra University Region**
Prashant Tukaram Mahajan, R. C. Patel Institute of Technology, Shirpur, India
Suresh Baliram Golahit, KVPS'S, SPDM College, Shirpur, India

COPYRIGHT

The **International Journal of Technology and Educational Marketing (IJTEM)** (ISSN 2155-5605; eISSN 2155-5613), Copyright © 2017 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