

INTERNATIONAL JOURNAL OF TECHNOLOGY AND EDUCATIONAL MARKETING

July-December 2013, Vol. 3, No. 2

Table of Contents

RESEARCH ARTICLES

- 1 **Applicability of SERVQUAL in Private Higher Education Institutions in Bangladesh**
Mohammad Fateh Ali Khan Panni, Department of Business Administration, City University, Banani, Dhaka, Bangladesh
Abdus Salam Sarker, Department of Business Administration, City University, Banani, Dhaka, Bangladesh
- 21 **Applying the Direct and Indirect Methods of Purchase Intentions to Assess Interest in a Proposed Graduate Student Association**
Michael J. Roszkowski, La Salle University, Philadelphia, PA, USA
Margret McManus, La Salle University, Philadelphia, PA, USA
- 38 **A Multi-Campus Approach of Mobility and Quality Assurance of Higher Education: The Synthesis of an Australian Case**
S. M. Riad Shams, Marketing Advisor, Exel Car Rental, Marrickville, Australia
- 49 **Social Network Intervention in Environmental Education**
Kissan G. G. Dessai, Department of Computer Science, Government College of Arts, Science & Commerce, Sanquelim-Goa, India
Manoj S. Kamat, Department of Commerce, Shree Damodar College of Commerce & Economics, Margao-Goa, India

BOOK REVIEW

- 63 **Virtual Mentoring for Teachers: Online Professional Development Practices**
Carolyn N. Stevenson, Department of Communications, Kaplan University, Councils Bluff, IA, USA

Copyright

The **International Journal of Technology and Educational Marketing (IJTEM)** (ISSN 2155-5605; eISSN 2155-5613), Copyright © 2013 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 currently listed or indexed in: 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