

**Role of Knowledge Management Process in the Marketing Services of Education
An Analytical Study of the College Councils Member's Opinion
in Private Universities of the City of Erbil**

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Abstract

This study is exploratory research to intend figure out the role of ledge management in the marketing services of education (MSE) from the private universities in Erbil. All concepts associated with knowledge management and marketing management are play important role in today's world. Knowledge management (KW) is the process to capture and improving, distributing, and utilizing effectively. Through the designed questionnaire 110 survey questionnaires are distributed, and 92 proper responses were collected for study analysis to represent the new conceptual model and further reframed as the outcome of the study analysis. The other statistical tests frequency, percentages, regression, agreement ratio, composite reliability (CR); average variance extracted (AVE), and discriminant validity of the square root of the average variance extracted (AVE) used to indicate the adequacy of the confirmed the significant level of extract variables based on the study population responses. The finding of the study demonstrates that knowledge management has a positive and significant role in the marketing services of education were the proposed study hypothesis is highly accepted. The findings of the data analysis identify the study coefficient shows that by using knowledge management the marketing services of education effectively increase and enhance the marketing planning, marketing operation, execution of marketing activity, and marketing monitoring.

Keywords: Knowledge Management, Marketing Services of Education, Private Universities in Erbil.

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1. Introduction

The global arena is now witnessing a great interest in knowledge, as various organizations seek to possess the greatest amount of knowledge that qualifies them to enter the global competition and to distinguish from other organizations. The optimal use of knowledge assets includes the skills, capabilities, experiences to add the value and make capabilities of correct decision-making of management in general and marketing decisions, especially to be in line with the knowledge available.

All concepts associated with knowledge management and marketing management play an important role in today's world. Knowledge management (KW) is the process to capture and improving, distributing, and utilizing effectively (Stephen & Matthew, 2019). The external changes require knowledge management tools to take place in various organizations currently the education services institutions are forced to pursue the knowledge management tools (Iman M. Adeinat, 2019). The knowledge management process enabled the knowledge instruments to the power of education institution sustainability and contributes the knowledge effectively to the growth and return of the revolution (Kitchens, 2005). Knowledge management process is the crucial aspect that facilitates the quality of creating, acquiring, storing, sharing, and utilizing the knowledge integrating essential growth eliminating the barriers to organizational development (Umar & Cai , 2020).

Providing the necessary settings to prove the necessary services and marketing them to satisfy the needs and desires of consumers, knowledge management is the core of the work of organizations that want to continue in the markets and grow. Knowledge management and its processes of distributing knowledge, and utilizing knowledge is a combination of information methods and applications, which is a system that looks at developing the performance of individuals and organizations by raising the current and future value of knowledge assets (Kitchens, 2005). All human, material, and other activities. In the aspect of the organization, knowledge management is shaping the future of the organization by enhancing the core of the activities, where modern institutions aspire to phenomena of knowledge explicitly for easier approachability (Preece, 2015). Moreover, knowledge is known as the source element of creativity, motivation, innovation, and excellence in educational institutions through effective management (Abbas ALTabtabae & Yusuf, 2019).

The education sector as the service industry has comprehended impacts and influences the society that benefits from the institute as a better alternative to personal education. Marketing educational services are the process of planning, organizing, implementing, and controlling the marketing activities to facilitate, and accelerate the delivery of quality educational services through the process of efficient and effective exchange. (Mohamad , et al., 2012). Education adopts the quality of the culture and philosophy will strive the society in the excellent perspective.

Marketing services of education identify the measure of quality services that are provided by the education institution. The world's new trends demand requires the education marketing to help the education institution catering the desired target demands and global competition (Nataliya , et al., 2013). In the age of digital settings, globalization anticipated appropriate options with the wider sources of educational service offered the more, the marketing of education services provides inclusive visibility to potential inquisitive ultimately contribute the society.

Marketing services is one of the modern management concepts that has led to great successes in many fields, especially the fields of education, the marketing of educational services has become a global trend for many universities in the world (Ra, et al., 2013). Marketing of educational services is intended to analyze, plan, implement and control university services that are prepared to achieve a voluntary exchange of valuable services in the target markets to achieve the objectives of the institution (Sergeeva, et al., 2018).

Knowledge management process variables of acquisition and storing, organizing and developing, distributing and applying are predicted to relatively integrate the marketing services of marketing planning, marketing operation, executing activities, and monitoring.

2. Literature Review

Knowledge management attracted the interests of many specialists in various fields, and these interests were reflected in their studies and their views on the concept of knowledge management, In this regard, some others focused on giving a concept of knowledge management from the point of view of being a development of information and document management, some addressed the concept of knowledge management from the point of view of being an organizational culture and others knew it from a financial perspective, others focused on giving the concept of knowledge management in terms of being an development of information and document management, (Demir,

et al., 2021) mentioned the study results demonstrate that to enhance the sustainability of the development the storing of the knowledge has the key role in the knowledge utilization. However, the researcher recommended developing a system for storing the organization's experience and knowledge and sharing the knowledge once it is generated. In the study of (ALTabtabae & Yusuf, 2019) analyze the role of knowledge management processes in achieving the quality of learning services and found that the processes of managing knowledge in acquiring and storing, transferring, and applying knowledge in the university of Dhi Qar has a significant relationship and the providing the quality and learning services.

In the study of (Rajo, et al., 2018) about the ability of the processes of knowledge management in the quality of service in Palestinian universities, where the ability of the processes of knowledge management to the quality of service in our education, research and strategic plans is a significant furnishing of knowledge management processes on the quality of education services in Palestinian universities. The need to work to increase the processes of knowledge in research and strategic plans to increase market share.

Evaluating the services provided by educational institutions is not inconsequential, and therefore its analysis can cooperate with managers in the preparation of strategic planning of the unit as well as demonstrate that the method can be used by other institutions wishing to assess the quality of services provided to their students. The study of (Zeky, 2017) mentioned the possibility of building and forming a theoretical framework that helps to understand the intellectual and standard frameworks of the marketing of educational services in universities (marketing planning, marketing organization, implementation of marketing activities, marketing control). The researcher (Twum & Pephrah, 2020) in his study which tried to identify the marketing activities programs found that the Students in the higher education sector are always looking for the best alternatives to study, and are happy to analyze the characteristics and advantages of the educational programs and services provided to them.

(Kenneth, 2004) says that the implementation of marketing is the test of the success of marketing in universities where the planning of new strategies is the beginning only towards successful marketing, and the return of an excellent marketing strategy is modest if the organization fails to implement it correctly, and is considered the process of implementing marketing process that turns plans into marketing procedures in order to achieve strategic marketing objectives, and includes

the implementation of activities from day to day, and from month to month according to business plans, while marketing planning deals with WHA questions that includes the activities of why, who, where, when and how much.

(Hadrian, et al., 2021)Administrative efforts to achieve the marketing objectives of universities cannot be completed without oversight of marketing activities to ensure that marketing performance is in the right direction, that this performance is done as expected, thereby correcting deviations and taking appropriate corrective action. The control of the marketing activities of universities is intended to measure and evaluate the results of marketing strategies and plans, and to take corrective measures to ensure the achievement of marketing objectives.

3. Research Question

The study's purpose is to find out the answer to the following questions:

RQ1. Is there a statistically significant relation and correlation between knowledge management processes and marketing services of education according to the private universities?

RQ2. What is the level of interest of the selected universities in the knowledge management processes represented in (knowledge acquisition and development, knowledge organization and storage, knowledge distribution, and knowledge application)?

RQ3. Is there a clear perception among the selected universities council members about the marketing of educational services (marketing planning in universities, marketing organization in universities, implementing marketing activities in universities, marketing control in universities)?

4. Research Objective

The study seeks to provide intellectual aspects to explain the concepts of the study variables and its operations, as well as a field framework aimed at knowing the following aspects:

RO1. Identify the significant level of interest in the private universities for the knowledge management processes.

RO2. Identify the interrelationships between the knowledge management process and marketing services of education variables the private universities.

RO3. Figure out the levels of the covenant between the respondents' opinions towards the study variables.

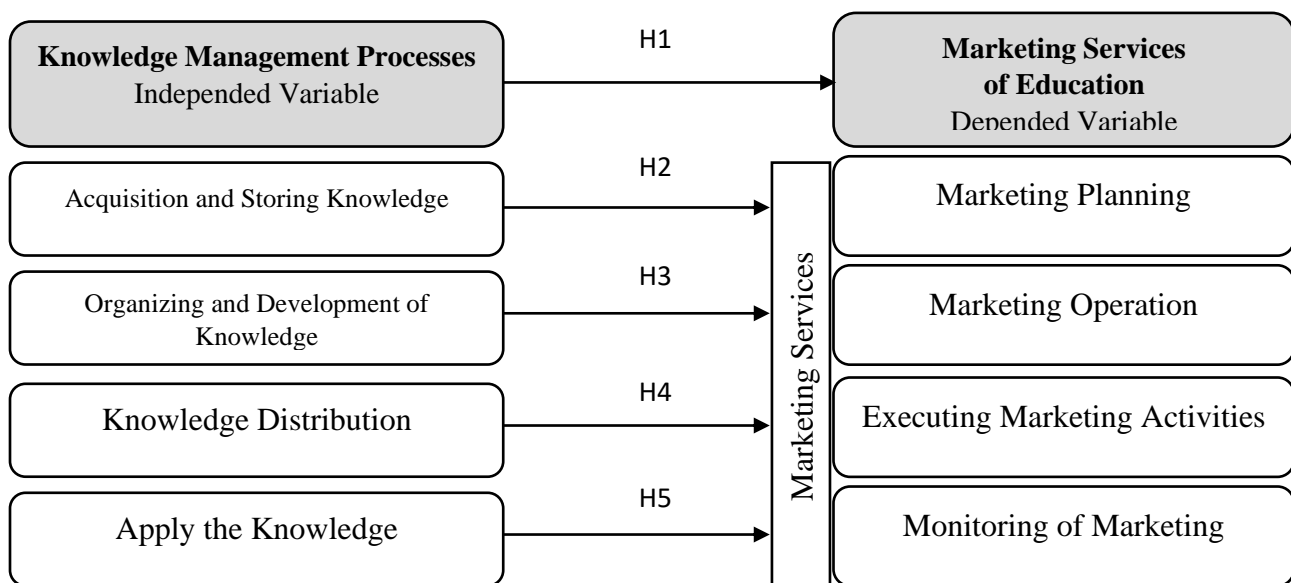
RO4. Identify the execution level and contribution value of the role of the management process to the marketing services of education in private universities.

RO5. Recognizing the differences between the respondents' opinions on the role of knowledge management operations in marketing educational services, which they can attribute to the difference in their experience characteristics.

5. Problem Statement

By conducting an exploratory study in the measured research questionnaire of the private universities in the Kurdistan region of Iraq, the researcher concluded that there is a weakness in the interest of this subject, especially since the conceptual frameworks that hypothesized this study to figure out the role of knowledge management in the educational marketing services. Moreover, the problem of the study on the field side is the weak interest in the application of knowledge management processes in the universities, and there are indications of the existence of shortcomings in the process of marketing services of the education. Therefore, there is no specific administration with this knowledge, as well as a lack of operations concerned with knowledge management, and this is what prompted the researcher to direct their eyes toward this concept and seek to know the role in the process of marketing educational services.

Study Conceptual Model



By researcher 2022

6. Methodology

The study research adopted the exploratory framework to figure out the role of knowledge management in the marketing services of education among the private universities from the city of Erbil, Kurdistan region of Iraq. In this research inductive approach has been used to test the new proposed conceptual model hypothesis and the role of knowledge management as independent in the marketing services of education as a dependent. It has got tests using statistical tests.

The probability sampling approach of the simple random sampling used to collect the study sample size data were the research population in the private universities of Erbil, the faculty council members and deans are responded. Through the designed questionnaire 110 survey questionnaires distributed, and 92 proper responses collected for study analysis to represent the new conceptual model and further reframed as the outcome of the factor analysis. The other statistical tests frequency, percentages, regression, confirmatory factor analysis, structure equation model (SEM), composite reliability (CR); average variance extracted (AVE), discriminant validity of the square root of the average variance extracted (AVE) used to indicates the adequacy of the confirmed the significant level of extract variables based on the study population responses.

The research survey questionnaire has reviewed numerous research that followed the literature which formulated the knowledge management items as the study independent were used in study research by the (Abu Zureik, 2017) and the items of the marketing of educational services were used by study research (Badros, 2017). The modified survey questionnaire is developed, and it is approved by the relevant scholars as academic experts. The instruments of the study questionnaire are consists of 40 items that are equally divided into 8 variables, 4 variables Acquisition and storing knowledge, organizing and developing of knowledge, knowledge distribution, and applying knowledge defined the knowledge management as independent variables. Marketing planning, marketing operation, executing marketing activities and monitoring of marketing defined the marketing of educational services.

The study population is the private universities at Erbil Tishk international university, Knowledge University, Lebanese French University, Cihan University, Bayan University, and Erbil International University.

7. Data Analysis

The study frequency categorizes the research population whom responded as the selected sample size. The research demographical questions regarding the gender the outcome identify the male as the research population is more than female it is 81.5% while the female equal to 18.5. The age of the responders is mostly between ages 36-45 years showing 43.5% the age between 46-55 years is 21.7 and the age 56 years and above is 18.5. Moreover, those between 25-35 years found a lower percentage of the responders it is = 16.3.

In the categorization of education, the Ph.D. holders are 60.9% while the postgraduate equal to 39.1. The academic profession or title, the lecturers are 34.8, the assistant lecturers are 33.7 and the reset is assistant professor and professor is about 31.5%.

Academic experiences and the number of years in education services the responders are having the academic experience between 5-10 years is 34.8% highlighted as the highest involvement while the 1-5 years of the experience shows the 21.7%, the 16-20 years is 7.6% and more than 21 years of the academic experience is about 17.4%. Furthermore, being the council members most of them are in 1-10 years it is about 61.9%, less than 1 year is 21.7 and more than 10 years is 15.2.

Table 1: Frequency

Frequency and Percentage for Demographical Variables				
Variables	Parameters	Frequency	Percent	Valid Percent
Gender	Male	75	81.5	81.5
	Female	17	18.5	18.5
Valid	25 years -35 years	15	16.3	16.3
	36 years -45 years	40	43.5	43.5
	46 years - 55 years	20	21.7	21.7
	56 years and more	17	18.5	18.5
Education	Post Graduate	36	39.1	39.1
	Ph.D.	56	60.9	60.9
Profession	Assist. Lecturer	31	33.7	33.7
	Lecturer	32	34.8	34.8
	Assist. Professor	21	22.8	22.8

	Professor	8	8.7	8.7
No. of years in Education services	1-5 Years	20	21.7	21.7
	5-10Years	32	34.8	34.8
	11-15 Years	17	18.5	18.5
	16 -20 Years	7	7.6	7.6
	More than 21	16	17.4	17.4
Years of council members	Less than 1 Year	20	21.7	21.7
	1-5Years	28	30.4	30.4
	5-10 Years	29	31.5	31.5
	More than 10 Years	14	15.2	15.2
Total		92	100.0	100.0

In the study of independent variables, the statistical analysis identifies the study population frequencies that responded to the items by the sample size of the study which is used for defining the variables of the study. The outcome of the gathered data collected through the designed survey questionnaire regarded the sample of the study emphasizes the private universities use the acquisition and storing knowledge, organizing and development of knowledge, knowledge distribution and apply the knowledge. In the result of the data, the mean value of the acquisition and storing of knowledge is 3.57, the standard deviation result is 28.3, and the agreement ratio of the total 92 responders is about 71.35 which comes as the fourth factor of the uses within the private universities of Erbil. The organizing and development of knowledge are sorts as the second priority within private universities, where the standard deviation is 28.4, and the agreement ratio is about 72.61, based on the result identifies that private universities use sizing and knowledge development significantly to pioneer the knowledge while the mean value is 3.74, the set value deviation is 24.75 and the agreement ration is 74.74. The designed last variable has applied the knowledge which the data outcome shows that the private universities apply the knowledge as the third category of knowledge management as the mean value is 3.61, the standard deviation is 28.91 and the agreement ratio is about 72.22.

Table 2: Independent Variables

#	Variables	Mean	Coefficient Variances	Agreement Ratio %	Sort of Relevance
1	Acquisition and Storing Knowledge	3.57	28.3	71.35	Fourth
2	Organizing and Development of Knowledge	3.63	28.4	72.61	Second
3	Knowledge Distribution	3.74	24.75	74.74	First
4	Apply the Knowledge	3.61	28.91	72.22	Third
Overall indicator		3.64	27.59	72.73	-

The outcome of the gathered data collected through the designed survey questionnaire regarded the sample of the study emphasizes the private universities use marketing planning, marketing operation, of executing marketing activities, and monitoring of the marketing, based on the sample size the mean value of marketing planning is 3.43, the standard deviation result is 30.58, and the agreement ratio of the total 92 responders is about 68.61 which comes as the second factor of the uses within the private universities of Erbil. The marketing operation sorts as the fourth priority within the private universities, where the standard deviation is 31.73, and the agreement ratio is about 67.52, based on the result identifies that private universities use the execution of marketing activities to increase the educational marketing services activities which the mean value is 3.4, the set value deviation is 31.71 and the agreement ration is 67.91. The designed last variable has monitored education marketing and the data outcome shows that the private universities significantly use the monitoring to avoid the marketing risks as the mean value is 3.51, the standard deviation is 26.54 and the agreement ratio is about 70.26. The data analysis result shows that the private universities are using marketing planning as the second priority which supposedly should be the first priority.

Table 3: Dependent Variables

#	Variables	Mean	Coefficient Variances	Agreement Ratio %	Sort of Relevance
1	Marketing Planning	3.43	30.58	68.61	Second
2	Marketing Operation	3.38	31.73	67.52	Fourth
3	Executing Marketing Activities	3.4	31.71	67.91	Third
4	Monitoring of Marketing	3.51	26.54	70.26	First
Overall indicator		3.43	30.14	68.58	-

Table 4: Regression**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887 ^a	.786	.776	.23639

a. Predictors: (Constant), ASK_Factor, ODK_Factor, KD_Factor, Ak_Factor.

In the study regression, the researcher attempts to identify the correlation value of the predicted variable that is defined by the independent variables. The research outcome shows that the predicted variable is marketing services of education has a highly positive correlation which the value of $R = .887$ with an independent dimension of knowledge management that contains the four variables called Acquisition and storing the knowledge management, organizing and developing the knowledge, knowledge distribution, and applying the knowledge.

Furthermore, the R Square outcome in the model summary figures out the level of total variables in the dependent variable explained by the independent variables. In this study's research outcome that gathered the sample size of the study data, the result of the R square = .786 statistically stipulates the positive and significant level of the predicted variable defined by the independent variables. In this point of view, the R result emphasizes that knowledge management has a significant correlation and the R square indicates that knowledge management positively impacts the marketing services of education.

Table 5: Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.888	4	4.472	80.032	.000 ^b
	Residual	4.862	87	.056		
	Total	22.750	91			
a. Dependent Variable: Marketing Services of Education						
b. Predictors: (Constant), ASK_Factor, ODK_Factor, KD_Factor, Ak_Factor.						

The regression indicates the significant impacts on the predicted variable which is the dependent variable. The above table shows the Sig. value is equal to .000^b the P-value < 0.05 , identify the independent variable statistically affects the independent variables. In this point of view, the

regression model emphasizes the study model is well explained and is a fit ideal for this study research.

Table 6: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-7.708E-17	.025		.000	1.000
ASK	.141	.025	.281	5.671	.000
ODK	.197	.025	.394	7.945	.000
KD	.318	.025	.636	12.833	.000
AK	.192	.025	.384	7.757	.000

a. Dependent Variable: Marketing Services of Education

The coefficient table provides the B value and Sig. level of each independent variable. The B represents the impacts with the respectively significant level of each independent variable. The outcome of the study coefficient shows that by using knowledge management the marketing services of education effectively increase and enhance the marketing planning, marketing operation, execution of marketing activity, and marketing monitoring. The B value of the acquisition and storing of the knowledge (AK) = 0.192, which is a significant value is 0.00 positively accepted relatively contributes, the B value of the organizing and developing the knowledge (ASK) = 0.141 which is a significant value is 0.00 positively accepted relatively adds the value, B value of the knowledge distribution (ODK) = 0.197 which is a significant value is 0.00 positively accepted increase the value, B value of the apply the knowledge (KD) = .318, which is a significant value is 0.00 positively accepted and highly leverages the marketing services.

Table 7: Reliability and validity of the Items.

Dimension	Item	Loading	Cronbach's Alpha	CR	AVE
Acquisition and Storing Knowledge	Q1	0.826	0.863	0.854	0.596
	Q2	0.788			
	Q3	0.663			
	Q4	0.802			
	Q5	0.813			

Organizing and Development of Knowledge	Q6	0.868	0.918	0.092	0.663
	Q7	0.859			
	Q8	0.852			
	Q9	0.765			
	Q10	0.718			
Knowledge Distribution	Q11	0.863	0.883	0.864	0.680
	Q12	0.782			
	Q13	0.827			
	Q14	0.769			
	Q15	0.853			
Apply the Knowledge	Q16	0.859	0.932	0.925	0.712
	Q17	0.832			
	Q18	0.901			
	Q19	0.826			
	Q20	0.788			
Marketing Planning	Q21	0.742	0.928	0.926	0.644
	Q22	0.867			
	Q23	0.842			
	Q24	0.839			
	Q25	0.819			
Marketing Operation	Q31	0.858	0.919	0.904	0.760
	Q32	0.931			
	Q33	0.824			
	Q34	0.804			
	Q35	0.866			
Executing Marketing Activity	Q26	0.838	0.916	0.918	0.791
	Q27	0.651			
	Q28	0.82			
	Q29	0.952			
	Q30	0.892			

Monitoring Marketing	Q36	0.891	0.890	0.898	0.690
	Q37	0.756			
	Q38	0.742			
	Q39	0.867			
	Q40	0.842			

Composite Reliability (CR); Average Variance Extracted (AVE).

The above table shows the loading items that were selected to intend the reliability test to accept the selected items in the construct latent variables. Based on the literature (Ignria et al. 1995) explained the loading value of more than >0.5 is highly significant, consequently, in this study, the accepted value of loading items for each latent variable was above 0.5 is selected. The Composite value represents the reliability which measures the internal consistency of indicator variables loading on the latent variable. In this point of view, if the Composite reliability value is greater than 0.7 then the indicator variables loading on the latent variable have shared variance among them. The model outcome of the composite reliability (CR); average variance extracted (AVE), significantly accepted all of the items under the concerned items (Demir, et al., 2021).

Table 8: Discriminant Validity and Correlations among the paradigms

Discriminant Validity								
Latent Variables	ASK	OKD	KD	AK	MP	MO	EMA	MM
Acquisition and Storing Knowledge	0.772							
Organizing and Development of Knowledge	0.856	0.814						
Knowledge Distribution	0.905	0.758	0.824					
Apply the Knowledge	0.832	0.839	0.893	0.843				
Marketing Planning	0.817	0.80	0.759	0.914	0.802			
Marketing Operation	0.579	0.574	0.707	0.839	0.748	0.872		
Executing Marketing Activity	0.185	0.641	0.74	0.804	0.864	0.731	0.889	
Monitoring of Marketing	0.50	0.512	0.657	0.721	0.682	0.76	0.71	0.830

The value of the diagonal represents the square root of the average variance extracted (AVE). Based on the literature the square root of the average variance extracted (AVE) should be above the correlation value. The correlation values are located in the off diagonal of the matrix. However, the result of the analysis shows that the study latent variables are statistically accepted and sufficiently constructed. Furthermore, the result of the extracted correlation value validated there is a positive correlation among the latent variables.

8. Findings

This study's purpose is to find out the impacts of knowledge management that consists of the acquisition and storing of the knowledge, organizing the knowledge and development, distributing the knowledge, and applying the knowledge in the educational marketing services in the private universities in Erbil, Kurdistan region of Iraq.

The findings of the study showed that knowledge management has an impact role in pioneering the marketing of education services. The findings of the data analysis identify the study coefficient shows that by using knowledge management the marketing services of education effectively increase and enhance the marketing planning, marketing operation, execution of marketing activity, and marketing monitoring. Furthermore, the study hypothesis is positively accepted.

The study predicted variable is marketing services of education which has a highly positive correlation $R = .887$ with independent variables of knowledge management that contain the four variables called Acquisition and storing the knowledge management, organizing and developing the knowledge, knowledge distribution and applying the knowledge. Furthermore, the R Square results in the model summary figures out the level of total variables in the dependent variable well explained by the independent variables that gathered the sample size of the study data. This study's research data analysis found that, the result of the R square = $.786$ statistically stipulates that significantly the predicted variable is defined by the independent variables.

The B value of the acquisition and storing of the knowledge (ASK) = 0.192, respectively P value 0.00 is significant relatively contributes and the first hypothesis is accepted, the B value of the organizing and developing the knowledge (ODK) = 0.141 it is significant 0.00 and the second hypothesis is accepted relatively adds the value, B value of the knowledge distribution (KD) = 0.197 and the significant value is 0.00 the hypothesis three is accepted which increase the value of

the marketing services of education, the last B value of the apply the knowledge (A_k) = .318, with significant value 0.00 has a critical role to highly leverages the marketing services and the hypothesis four accepted.

Future Study: The research population was the faculty council members of private universities, in Erbil, Kurdistan region of Iraq. For future further studies, the study research can be extended to public universities.

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