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A Hybrid Approach to Develop an Analytical Model for Enhancing the Service Quality of E-Learning

Auteur(s): Wu, Hung-Yi; Lin, Hsin-Yu

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> Permettent de valider la pertinence du document et de relancer la recherche

Résumé: The digital content industry is flourishing as a result of the rapid development of technology and the widespread use of computer networks. As has been reported, the market size of the global e-learning (i.e., distance education and telelearning) will reach USD 49.6 billion in 2014. However, to retain and/or increase the market share

materials". Both the CRs and the TRs may vary depending on the individual organization. Nevertheless, the proposed model can be a useful point of reference for e-learning service providers, helping them to identify the TRs that they can use to enhance service quality and to target vital CRs. (Contains 16 tables and 4 figures.)

> Le résumé permet d'avoir une meilleure idée du contenu de l'article

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