## References

- Adrian, C. M., Phelps, L. D., & Totten, J. W. (2016). Using personal selling techniques to influence student evaluation of faculty instruction. *Journal of Learning in Higher Education*, 13(2), 45–50. https://files.eric.ed.gov/fulltext/EJ1161828.pdf
- Adrian, M. (2015). Pizza, donuts, and SEI's: Influencing student evaluations of instruction through relationship building. *Journal of Research in Business, Economics and Management*, 3(3). https://doi.org/10.5281/zenodo.3965232
- Aldehayyat, J. S., & Anchor, J. R. (2008). Strategic planning tools and techniques in Jordan: awareness and use. *Strategic Change*, 17(7–8), 281–293. https://doi.org/10.1002/jsc.833
- Alhakimi, W., & Qasem, A. (2014). An analysis of the use of marketing strategies by private universities in less developed world: The case of Yemen. *International Journal of Marketing Principles and Practices*, 05(01), 46–55. https://www.researchgate.net/publication/281347628\_An\_analysis\_of\_the\_use\_of \_marketing\_strategies\_by\_private\_universities\_in\_Less\_Developed\_World\_the\_c ase\_of\_Yemen\_International\_Journal\_of\_Marketing\_Principles\_and\_Practices\_20 14\_Vol\_5\_No\_1\_pp\_46-55
- Alshenqeeti, H. (2014). Interviewing as a data collection method: A critical review. *English Linguistics Research*, *3*(1). https://doi.org/10.5430/elr.v3n1p39
- Alves, H., & Raposo, M. (2010). The influence of university image on student behaviour. International Journal of Educational Management, 24(1), 73–85. https://doi.org/10.1108/09513541011013060
- Aragón-Sánchez, A., Barba-Aragón, I., & Sanz-Valle, R. (2003). Effects of training on business results. *The International Journal of Human Resource Management*, 14(6), 956–980. https://doi.org/10.1080/0958519032000106164
- Arnett, D. B., Wittmann, C. M., & Wilson, B. J. (2004). Encouraging future helping behaviors: The role of student-faculty relationships in higher education marketing. *Journal of Marketing for Higher Education*, 13(1–2), 127–157. https://doi.org/10.1300/j050v13n01\_08

- Arpan, L. M., Raney, A. A., & Zivnuska, S. (2003). A cognitive approach to understanding university image. *Corporate Communications: An International Journal*, 8(2), 97– 113. https://doi.org/10.1108/1356328031047535
- Athiyaman, A. (1997). Linking student satisfaction and service quality perceptions: The case of university education. *European Journal of Marketing*, 31(7), 528–540. https://doi.org/10.1108/03090569710176655
- Aulck, L., Nambi, D., & West, J. D. (2020). Increasing enrollment by optimizing scholarship allocations using machine learning and genetic algorithms. *Educational Data Mining*. http://files.eric.ed.gov/fulltext/ED608000.pdf
- Bapat, G. S., & Gankar, S. S. (2020). Students recruitment strategies at higher educational institutes: a new world perspective -a review of the literature on higher education marketing. *International Journal of Advance Research, Ideas and Innovations in Technology*, 5(3), 1860–1864.
- Benzaghta, M. A., Elwalda, A., Mousa, M., Erkan, I., & Rahman, M. (2021). SWOT analysis applications: An integrative literature review. *Journal of Global Business Insights*, 6(1), 55–73. https://doi.org/10.5038/2640-6489.6.1.1148
- Bhatti, M. A., & Kaur, S. (2010). The role of individual and training design factors on training transfer. *Journal of European Industrial Training*, 34(7), 656–672. https://doi.org/10.1108/03090591011070770
- Blaxter, L., Blaxter, L., & Loraine, B. (2010). *How to Research (Open Up Study Skills)* (4th Revised ed.). Open University Press.
- Bohara, S., Suri, P., & Panwar, D. (2022). Impact of brand awareness on enrollment decision process moderated by students' gender for HEI. *Journal of Content Community and Communication*, 8, 227–241. https://doi.org/10.31620/jccc.06.22/16
- Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic process model of service quality: From expectations to behavioral intentions. *Journal of Marketing Research*, 30(1), 7. https://doi.org/10.2307/3172510

- Brandix [Viyaman]. (2021, October 15). Brandix Corporate Campushi Abhimanawath Wisipaswasaraka Gaman Maga [Video]. YouTube. https://www.youtube.com/watch?v=zCcHXQwKeqw&feature=youtu.be
- Brannick, M. T., Levine, E. L., & Morgeson, F. P. (2007). Job and Work Analysis: Methods, Research, and Applications for Human Resource Management. SAGE Publications.
- Brinkerhoff, R. O. (2005). The success case method: A strategic evaluation approach to increasing the value and effect of training. Advances in Developing Human Resources, 7(1), 86–101. https://doi.org/10.1177/1523422304272172
- Bruce, G., & Edgington, R. (2008). Factors influencing word-of-mouth recommendations by MBA students: An examination of school quality, educational outcomes, and value of the MBA. *Journal of Marketing for Higher Education*, 18(1), 79–101. https://doi.org/10.1080/08841240802100303
- Casidy, R. (2014). The role of perceived market orientation in the higher education sector. *Australasian Marketing Journal*, 22(2), 155–163. https://doi.org/10.1016/j.ausmj.2014.02.001
- Chapman, D. W. (1981). A model of student college choice. *The Journal of Higher Education*, 52(5), 490. https://doi.org/10.2307/1981837
- Chickering, A. W., & Gamson, Z. F. (1987). Seven Principles for Good Practice in Undergraduate Education. *AAHE Bulletin*.
- Chong, F., & Roundtree, A. K. (2020). Student recruitment in technical and professional communication programs. *Technical Communication Quarterly*, 30(1), 1–18. https://doi.org/10.1080/10572252.2020.1774660
- Clow, K. E., Kurtz, D. L., Ozment, J., & Soo Ong, B. (1997). The antecedents of consumer expectations of services: An empirical study across four industries. *Journal of Services Marketing*, 11(4), 230–248. https://doi.org/10.1108/08876049710171704
- Collins, R. H. (1989). Mastering inquiries and sales leads. *Journal of Personal Selling & Sales Management*, 09(02), 73–75.

- Constantinides, E., & Zinck Stagno, M. C. (2011). Potential of the social media as instruments of higher education marketing: A segmentation study. *Journal of Marketing for Higher Education*, 21(1), 7–24. https://doi.org/10.1080/08841241.2011.573593
- Croteau, L. M., & Maginnis, H. A. (2005). Admissions, enrollment management, and student affairs: Creating the seamless transition. *The Vermont Connection*, 26(1), 2. https://scholarworks.uvm.edu/cgi/viewcontent.cgi?article=1143&context=tvc
- David, M. E., David, F. R., & David, F. R. (2016). The quantitative strategic planning matrix: A new marketing tool. *Journal of Strategic Marketing*, 25(4), 342–352. https://doi.org/10.1080/0965254x.2016.1148763
- Davies, I. K. (2008). Process re-design for enhanced human performance. *Performance Improvement Quarterly*, 7(3), 103–114. https://doi.org/10.1111/j.1937-8327.1994.tb00642.x
- Davis III, C. H. F., Deil-Amen, R., Rios-Aguilar, C., & González Canché, M. S. (2014).
  Social media, higher education, and community colleges: A research synthesis and implications for the study of two-year institutions. *Community College Journal of Research and Practice*, 39(5), 409–422.
  https://doi.org/10.1080/10668926.2013.828665
- Dey, P. (2004). Decision support system for inspection and maintenance: A case study of oil pipelines. *IEEE Transactions on Engineering Management*, 51(1), 47–56. https://doi.org/10.1109/tem.2003.822464
- Dixon, A. L., & Tanner, J. J. F. (2012). Transforming selling: Why it is time to think differently about sales research. *Journal of Personal Selling &Amp; Sales Management*, 32(1), 9–13. https://doi.org/10.2753/pss0885-3134320102
- Erschik, R. W. (1989). Sales leads can truly be seeds of sales. *Journal of Business & Amp; Industrial Marketing*, 4(2), 27–31. https://doi.org/10.1108/eum000000002728
- Frølich, N., & Stensaker, B. (2010). Student recruitment strategies in higher education: Promoting excellence and diversity? *International Journal of Educational Management*, 24(4), 359–370. https://doi.org/10.1108/09513541011045281

- Gansemer-Topf, A. M., Von Haden, K., & Peggar, E. (2015). Aligning competencies with success: What does it take to be an effective admissions counselor?. *College and University*, 90(1), 14–22. https://eric.ed.gov/?id=EJ1052965
- Ghosh, A. K., Javalgi, R., & Whipple, T. W. (2008). Service strategies for higher educational institutions based on student segmentation. *Journal of Marketing for Higher Education*, 17(2), 238–255. https://doi.org/10.1080/08841240801912641
- Govranos, M., & Newton, J. M. (2014). Exploring ward nurses' perceptions of continuing education in clinical settings. *Nurse Education Today*, 34(4), 655–660. https://doi.org/10.1016/j.nedt.2013.07.003
- Griffin, K. A., & Muniz, M. M. (2015). Rethinking the structure of student recruitment and efforts to increase racial and ethnic diversity in doctoral education. *International Journal of Doctoral Studies*, 10, 199–216. https://doi.org/10.28945/2275
- Harrison Dening, K., Scates, C., McGill, G., & De-Vries, K. (2019). A training needs analysis of admiral nurses to facilitate advance care planning in dementia. *Palliative Care: Research and Treatment*, 12, 117822421985018. https://doi.org/10.1177/1178224219850183
- Hayes, T. J., Ruschman, D., & Walker, M. M. (2009). Social networking as an admission tool: A case study in success. *Journal of Marketing for Higher Education*, 19(2), 109–124. https://doi.org/10.1080/08841240903423042
- Hemsley-Brown, J., & Goonawardana, S. (2007). Brand harmonization in the international higher education market. *Journal of Business Research*, 60(9), 942–948. https://doi.org/10.1016/j.jbusres.2007.01.019
- Hemsley-Brown, J., & Oplatka, I. (2006). Universities in a competitive global marketplace. International Journal of Public Sector Management, 19(4), 316–338. https://doi.org/10.1108/09513550610669176
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic wordof-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. https://doi.org/10.1002/dir.10073

- Hossler, D., & Kalsbeek, D. (2013). Enrollment management and managing enrollments: Revisiting the context for institutional strategy. *Strategic Enrollment Management Quarterly*, 1(1), 5–25. https://doi.org/10.1002/sem3.20002
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, 65(1), 92–99. https://doi.org/10.1016/j.jbusres.2011.02.003
- Igberaharha, C. O., & Onyesom, M. (2021). Strategies for boosting students' enrolment into business education programme of colleges of education. *International Journal* of Evaluation and Research in Education (IJERE), 10(3), 1107. https://doi.org/10.11591/ijere.v10i3.22005
- Johnson, A. M. (2000). The evolution of enrollment management: A historical perspective. Journal of College Admission. https://eric.ed.gov/?id=EJ606189
- Kalimullin, A. M., & Dobrotvorskaya, S. G. (2016). Higher education marketing strategies based on factors impacting the enrollees' choice of a university and an academic program. *International Journal of Environmental and Science Education*, 11(13), 6025–6040. http://files.eric.ed.gov/fulltext/EJ1115517.pdf
- Kalman, H. K. (2008). Process mapping: Tools, techniques, & amp; critical success factors. *Performance Improvement Quarterly*, 15(4), 57–73. https://doi.org/10.1111/j.1937-8327.2002.tb00265.x
- Kalsbeek, D. H., & Zucker, B. (2013). Reframing retention strategy: A focus on profile.
   *New Directions for Higher Education*, 2013(161), 15–25.
   https://doi.org/10.1002/he.20042
- Kapferer, J. N. (1995). Brand confusion: Empirical study of a legal concept. *Psychology and Marketing*, *12*(6), 551–568. https://doi.org/10.1002/mar.4220120607
- Kennedy, S. H. (1977). Nurturing corporate images. *European Journal of Marketing*, 11(3), 119–164. https://doi.org/10.1108/eum000000005007
- Kirkpatrick, D. L. (1998). The four levels of evaluation. *Evaluating Corporate Training:* Models and Issues, 95–112. https://doi.org/10.1007/978-94-011-4850-4\_5

- Koprowski, H., Steplewski, Z., Mitchell, K. F., Herlyn, M., Herlyn, D., & Fuhrer, P. (1979). Colorectal carcinoma antigens detected by hybridoma antibodies. *Somatic Cell Genetics*, 5(6), 957–971. https://doi.org/10.1007/bf01542654
- Kuh, G. D. (1999). How are we doing?: Tracking the quality of the undergraduate experience, 1960s to the present. *Review of Higher Education*, 22(2), 99–119.
- Kuh, G. D., Kinzie, J., Buckley, J. L., Bridges, B. K., & Hayek, J. C. (2006). What matters to student success: A review of the literature. National Postsecondary Education Cooperative. https://nces.ed.gov/npec/pdf/kuh\_team\_report.pdf
- Kuh, G. D., & Practice, D. E. E. (2005). Student success in college: Creating conditions that matter. *Choice Reviews Online*, 43(03), 43–1725. https://doi.org/10.5860/choice.43-1725
- Kurantowicz, E., & Nizinska, A. (2013). How students 'stay the course': Retention practices in higher education. *Studies in the Education of Adults*, 45(2), 135–147. https://doi.org/10.1080/02660830.2013.11661647
- Law, K. M., Geng, S., & Li, T. (2019). Student enrollment, motivation and learning performance in a blended learning environment: The mediating effects of social, teaching, and cognitive presence. *Computers &Amp; Education*, 136, 1–12. https://doi.org/10.1016/j.compedu.2019.02.021
- Lay, R., & Maguire, J. (1981). Coordinating market and evaluation research on the Admissions rating process. *Research in Higher Education*, 14(1), 71–85. https://doi.org/10.1007/bf00995371
- Lee, S., & Sai On Ko, A. (2000). Building balanced scorecard with SWOT analysis, and implementing "Sun Tzu's The Art of Business Management Strategies" on QFD methodology. *Managerial Auditing Journal*, 15(1/2), 68–76. https://doi.org/10.1108/02686900010304669
- Long, C. S., Ibrahim, Z., & Kowang, T. O. (2013). An analysis on the relationship between lecturers' competencies and students' satisfaction. *International Education Studies*, 7(1). https://doi.org/10.5539/ies.v7n1p37

- Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of Business Research*, 48(1), 5–15. https://doi.org/10.1016/s0148-2963(98)00070-8
- Marzano, R. J. (2012). The two purposes of teacher evaluation. *Educational Leadership*, 70(3), 14–19. https://www.nuea203.org/downloads/eval\_2013.pdf
- Masoud Hekmatpanah. (2011). The application of cause and effect diagram in the oil industry in Iran: The case of four liter oil canning process of Sepahan Oil Company.
  African Journal of Business Management, 5(26).
  https://doi.org/10.5897/ajbm11.1517
- Mathias, M. A. S., Fu, N., & Oliveira, O. J. (2021). Structuring a training-oriented high performance work system: A systematic review on frontline employees in the service sector. *Human Resource Development Review*, 20(4), 399–435. https://doi.org/10.1177/15344843211024028
- McAlexander, J. H., & Koenig, H. F. (2001). University experiences, the student-college relationship, and alumni support. *Journal of Marketing for Higher Education*, 10(3), 21–44. https://doi.org/10.1300/j050v10n03\_02
- Merritt, S., Francomano, A. M., & Garcia, M. (2020). Optimizing the enrollment funnel with decision trees and rule-based list. SMU Data Science Review, 03(01), 3. https://scholar.smu.edu/datasciencereview/vol3/iss1/3
- Ming, J. S. K. (2010). Institutional factors influencing students' college choice decision in malaysia: A conceptual framework. *International Journal of Business and Social Science*, 1(3), 53–58.
  https://www.ijbssnet.com/journals/Vol.\_1\_No.\_3\_December\_2010/6.pdf
- Mulyono, H. (2016). Brand awareness and brand image of decision making on university. Jurnal Manajemen dan Kewirausahaan, 18(2), 163–173.
- Murray, K. B. (1991). A test of services marketing theory: consumer information acquisition activities. *Journal of Marketing*, 55(1), 10. https://doi.org/10.2307/1252200

- Nagesh, P., Kulenur, S., & Jagadeesh, K. (2017). Employee competency mapping. *SDMIMD Journal of Management*, 8(2), 1–5. https://doi.org/10.18311/sdmimd/2017/18058
- Napier, A. (1986). Incentives A Vector of Improved Sales Performance? European Journal of Marketing, 20(6), 36–51. https://doi.org/10.1108/eum000000004756
- Ng, P. M. L., & Galbraith, C. (2020). A strategic enrollment management framework: Perceptions of senior and program managers at three Hong Kong universities. *International Journal of Leadership in Education*, 1–20. https://doi.org/10.1080/13603124.2020.1842504
- Nik Ahmad, N. N., Siraj, S. A., & Ismail, S. (2019). Revenue diversification in public higher learning institutions: An exploratory Malaysian study. *Journal of Applied Research in Higher Education*, 11(3), 379–397. https://doi.org/10.1108/jarhe-04-2018-0057
- Nikandrou, I., Brinia, V., & Bereri, E. (2009). Trainee perceptions of training transfer: An empirical analysis. *Journal of European Industrial Training*, 33(3), 255–270. https://doi.org/10.1108/03090590910950604
- Nonis, S. A., Hudson, G. I., Philhours, M. J., & Teng, J. K. (2005). Changes in college student composition and implications for marketing education: Revisiting predictors of academic success. *Journal of Business Research*, 58(3), 321–329. https://doi.org/10.1016/j.jbusres.2003.06.001
- Nyangau, J., & Bado, N. (2012). Social media and marketing of higher education: A review of the literature. *Journal of the Research Center for Educational Technology*, 8(1), 38–51. http://rcetj.org/index.php/rcetj/article/viewArticle/180
- Özdemir, A., Tozlu, E., Şen, E., & Ateşoğlu, H. (2016). Analyses of word-of-mouth communication and its effect on students' university preferences. *Procedia Social and Behavioral Sciences*, 235, 22–35. https://doi.org/10.1016/j.sbspro.2016.11.022
- Paladan, N. N. (2018). Higher education institutions embracing digital & social media marketing: A case of top 25 universities in Asia & Africa. *Marketing and Branding Research*, 5(3), 159–167. https://doi.org/10.33844/mbr.2018.60254

- Pavlov, O. V., & Katsamakas, E. (2020). Will colleges survive the storm of declining enrollments? A computational model. *PLOS ONE*, 15(8), e0236872. https://doi.org/10.1371/journal.pone.0236872
- Perera, C. H., Nayak, R., & Van Nguyen, L. T. (2020). The impact of social brand engagement on customer-based brand equity in higher education: An empirical study in Sri Lanka. Proceedings of the 3rd International Conference on Research in Business, Management and Economics. https://doi.org/10.33422/3rd.icrbme.2020.11.112
- Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., & Pauwels, K. (2013). Social media metrics — A framework and guidelines for managing social media. *Journal of Interactive Marketing*, 27(4), 281–298. https://doi.org/10.1016/j.intmar.2013.09.007
- Phillips, K., Balan, R., & Manko, T. (2014). Teacher evaluation: Improving the process. *Transformative Dialogues: Teaching & Learning Journal*, 7(3).
- Pitre, P. E. (2006). College Choice: A study of African American and White student aspirations and perceptions related to college attendance. *College Student Journal*, 40(3), 562–574. http://eric.ed.gov/?id=EJ765354
- Pramita, K., & Manafe, L. A. (2022). Personal Selling Implementation and AIDA Model;
  Attention, Interest, Desire, Action. *International Journal of Entrepreneurship and Business Development*, 05(03), 487–494.
  https://jurnal.narotama.ac.id/index.php/ijebd/article/download/1846/1285/
- Prien, E. P., Goodstein, J., Goodstein, J., & Gamble, L. G., Jr. (2009). A Practical Guide to Job Analysis. Pfeiffer.
- Rahman, M. N., & Nower, N. (2020). An evaluation of the job analysis process in the private commercial banks of Bangladesh. *International Journal of Human Resource Studies*, 10(1), 332. https://doi.org/10.5296/ijhrs.v10i1.16332
- Ross, M., Heaney, J., & Cooper, M. (2007). Institutional and managerial factors affecting international student recruitment management. *International Journal of Educational Management*, 21(7), 593–605. https://doi.org/10.1108/09513540710822193

- Sabnis, G., Chatterjee, S. C., Grewal, R., & Lilien, G. L. (2013). The sales lead black hole: An sales reps' follow-up of marketing leads. *Journal of Marketing*, 77(1), 52–67. https://doi.org/10.1509/jm.10.0047
- Selvaraj, A. M., & Azman, H. (2020). Reframing the effectiveness of feedback in improving teaching and learning achievement. *International Journal of Evaluation* and Research in Education (IJERE), 9(4), 1055. https://doi.org/10.11591/ijere.v9i4.20654
- Selvaraj, A. M., Azman, H., & Wahi, W. (2021). Teachers' feedback practice and students' academic achievement: A systematic literature review. *International Journal of Learning, Teaching and Educational Research*, 20(1), 308–322. https://doi.org/10.26803/ijlter.20.1.17
- Shah, M., Sid Nair, C., & Bennett, L. (2013). Factors influencing student choice to study at private higher education institutions. *Quality Assurance in Education*, 21(4), 402–416. https://doi.org/10.1108/qae-04-2012-0019
- Sheth, J. N. (1971). Word-of-mouth in low risk Innovations. *Journal of Advertising*, 15–
  18. https://www.jagsheth.com/wp-content/uploads/2015/12/Word-of-Mouth-in-Low-Risk-Innovations.pdf
- Sipilä, J., Herold, K., Tarkiainen, A., & Sundqvist, S. (2017). The influence of word-ofmouth on attitudinal ambivalence during the higher education decision-making process. *Journal of Business Research*, 80, 176–187. https://doi.org/10.1016/j.jbusres.2017.07.014
- Skinner, S. J., & Kelley, S. W. (2005). Transforming sales organizations through appreciative inquiry. *Psychology and Marketing*, 23(2), 77–93. https://doi.org/10.1002/mar.20101
- Slim, A., Hush, D. R., Ojah, T., & Babbitt, T. (2018). Predicting student enrollment based on student and college characteristics. *Educational Data Mining*. http://educationaldatamining.org/files/conferences/EDM2018/papers/EDM2018\_p aper\_136.pdf

Smalley, A. (2018). Four Types of Problems. Lean Enterprise Institute.

- Srivastava, M., Sivaramakrishnan, S., & Saini, G. K. (2020). The relationship between electronic word-of-mouth and consumer engagement: An exploratory study. *IIM Kozhikode Society & Management Review*, 10(1), 66–81. https://doi.org/10.1177/2277975220965075
- Taylor, E. S., & Tyler, J. H. (2012). The effect of evaluation on teacher performance.AmericanEconomicReview,102(7),3628–3651.https://doi.org/10.1257/aer.102.7.3628
- The Business Research Company. (2023). *Apparel Global Market Report 2023*. https://www.thebusinessresearchcompany.com/report/apparel-global-market-report
- Thomas, E. H., & Galambos, N. (2004). What satisfies students? mining student-opinion data with regression and decision tree analysis. *Research in Higher Education*, 45(3), 251–269. https://doi.org/10.1023/b:rihe.0000019589.79439.6e
- Thomas, L. (2011). Chapter 2 engaging students to improve retention and success. *International Perspectives on Higher Education Research*, 41–55. https://doi.org/10.1108/s1479-3628(2011)0000006006
- van Klaveren, C., Kooiman, K., Cornelisz, I., & Meeter, M. (2018). The higher education enrollment decision: Feedback on expected study success and updating behavior. *Journal of Research on Educational Effectiveness*, 12(1), 67–89. https://doi.org/10.1080/19345747.2018.1496501
- Vieira, V. A., & Claro, D. P. (2020). Sales prospecting framework: Marketing team, salesperson competence, and sales structure. BAR - Brazilian Administration Review, 17(4). https://doi.org/10.1590/1807-7692bar2020200025
- Voronina, N. A., Nesterenko, E., Belyaeva, O. V., Ananyeva, M. K., & Myavlina, N. Z. (2021). Lead generation as a tool to ensure the sustainability of education. *Proceedings of the Second Conference on Sustainable Development: Industrial Future of Territories (IFT 2021)*. https://doi.org/10.2991/aebmr.k.211118.113
- Voss, R., Gruber, T., & Szmigin, I. (2007). Service quality in higher education: The role of student expectations. *Journal of Business Research*, 60(9), 949–959. https://doi.org/10.1016/j.jbusres.2007.01.020

- Wetzel, J., O'Toole, D., & Peterson, S. (1998). An analysis of student enrollment demand. *Economics of Education Review*, 17(1), 47–54. https://doi.org/10.1016/s0272-7757(97)00013-7
- Wilkins, S., Stephens Balakrishnan, M., & Huisman, J. (2012). Student satisfaction and student perceptions of quality at international branch campuses in the United Arab Emirates. *Journal of Higher Education Policy and Management*, 34(5), 543–556. https://doi.org/10.1080/1360080x.2012.716003
- Wilson, E. J., & Elliot, E. A. (2016). Brand meaning in higher education: Leaving the shallows via deep metaphors. *Journal of Business Research*, 69(8), 3058–3068. https://doi.org/10.1016/j.jbusres.2016.01.021
- Winn, M., Leach, L., Erwin, S., & Benedict, L. (2014). Factors affecting graduate educational leadership program selection. Administrative Issues Journal: Education, Practice, and Research, 4(1). https://doi.org/10.5929/2014.4.1.4
- York, T. T., Gibson, C., & Rankin, S. (2015). Defining and measuring academic success. *Practical Assessment, Research, and Evaluation, 20*(5). https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1260&context=pare