

The Impact of E-Marketing on Students' Enrolments in Postgraduate Programs in Yemeni Universities: A Case Study at Amran University

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Abstract

The study aimed to determine the impact of electronic marketing on students' postgraduate program enrollment at Amran University, as perceived by the administrative and academic staff. A descriptive approach was used, employing a questionnaire with (48 items) across two dimensions: e-marketing (32 items) and enrollment in graduate programs (16 items). The questionnaire was administered to 113 individuals from the university staff. The findings showed a moderate level of e-marketing (Mean= 2.77, SD= 0.60) and a moderate level of students' postgraduate program enrollment (Mean= 2.93, SD= 0.72). The results revealed a strong positive effect of e-marketing on enrollment ($R= 0.86$, $\text{Beta}= 0.86$). There were no statistically significant differences in respondents' perceptions of the impact of e-marketing on enrollment, except for variations based on qualification. The study recommends prioritizing e-marketing for students' postgraduate programs and suggests conducting similar research on different samples and programs at the university.

Key words: E-Marketing, Postgraduate Programs, Amran University.

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1. Introduction

E-marketing for students' postgraduate programs is one of the most vital and exciting topics at the present time in most contemporary universities, considering investment in these programs as one of the most prominent Genders of investment in human capital. Postgraduate programs are considered one of the most important pillars of the development plans of developed countries, as they are one of the main engines of growth, prosperity, and competitiveness of countries in general, and institutions and individuals in particular (Abdel-Hafez, 2019, p. 31). They are considered the translators for the Jobs of universities towards societies, as they are entrusted with providing countries and societies with thinkers and scholars who contribute effectively to scientific and cultural production, its transfer and development, and providing universities with professors and specialists. When well marketed, invested in, and enabled, they become the real driving force for comprehensive development.

The large and rapid changes and developments in the field of technology and information and communication technologies have led to the emergence and advancement of modern and advanced marketing methods and techniques represented in the methods and tools of e-marketing (Lestari & Miswan, 2022, p. 30). According to statistics, e-marketing contributes to raising the income of enterprises by about 2.8 times the income of institutions that do not use it (Tariqa, et al., 2022, p. 2).

E-marketing plays a major role in determining the success or failure of universities by targeting virtual communities and giving a prior image of universities and their brand. The expectations and observations of beneficiaries are shaped by the influence of technologies and digital capabilities (Gondane & Pawar, 2021, p. 2510). Since the potential of e-marketing is linked to technologies and digital capabilities and their effects, it is certain that the impact of e-marketing will continue to grow and expand, greatly affecting the enrollment process in universities, their financial and educational status, and enhancing their place and reputation (Lestari & Miswan, 2022, p. 303).

In light this impact of e-marketing on universities, their financial and educational status, the universities' need for e-marketing greatly increases in order to attract and enroll students, especially international students. E-marketing has turned into the perfect tool for excellence and influence and the guide on which the vast majority of new students rely to choose their programs and colleges within the open electronic market (Brkanlić, et al., 2020, p. 2).

Although e-marketing has already taken over many sectors, the education sector is still in the infancy stage of adopting e-marketing strategies, and the education sector's demand for it is still limited. This requires more research

to assess the impact of digital marketing strategies on various aspects of the education sector (Gondane & Pawar, 2021, p. 2509), where e-marketing is the gateway capable of maximizing the value of university services, enhancing its competitiveness, and increasing its productive capabilities (Hussein, et al., 2019, p. 310).

Yemeni universities are interested in achieving a distinguished position in the local and international markets by offering various postgraduate programs, ranging from general, professional, and private diploma programs to M.A. and doctoral programs. This is done in a manner that aligns with the needs and expectations of beneficiaries and the needs and requirements of the labor market, as part of their endeavor to provide community services that align with the rapid changes in professions and their requirements (Al-Mikhlaifi, 2021, p. 272).

In this context, the current study seeks to study the impact of e-marketing on enrollment in students' postgraduate programs at Amran University. With the aim of understanding reality, revealing its impact, and directing it towards enhancing students' enrollment in students' postgraduate programs at the university.

2. The Study Problem

Despite the efforts made by Yemeni universities to improve their efficiency and enhance their outputs by employing technology, providing and modernizing their infrastructure and technology, the situation reveals the weakness of electronic marketing for their programs and services. Yemeni universities have not obtained any classification from international ranking institutions that rely on electronic marketing and the visibility of the university's name on websites (Ghawth, 2021, p. 5). The Web Matrix classification shows that Yemeni universities, in general, and Amran University, in particular, lag behind other Arab and international universities. The University of Amran is ranked (18917) globally and (18) among Yemeni universities (Web metrics, 2023).

Regarding Amran University, it is noticeable that e-marketing is absent from the university's strategic goals in the strategic plan for 2021-2025 AD. There is a gap between the formulation of the strategic plan and the reality of e-marketing for students' postgraduate programs, as the university's strategic plan does not include any reference to e-marketing (Amran University, 2023). This has been reflected in the enrollment cycle of students in these programs. During the current year 2022-2023 AD, registrations were limited to two programs (Public Administration and Accounting) within the Commerce and Economics field. On the other hand, educational students' postgraduate programs (management and educational planning, the Qur'an and sciences, and the Arabic language) were closed, with only one student applying for coordination during this year (General Administration for Postgraduate Studies, 2023, p. 1). This necessitates studying e-marketing for postgraduate programs and demonstrating its impact on the enrollment level in these programs.

3. The Study questions

Therefore, the problem of the study can be formulated in the following main question: What is the impact of e-marketing on enrollment in students' postgraduate programs at Amran University? The following sub-questions branch out from this question:

- 3.1 What is the reality of e-marketing and the level of enrollment in students' postgraduate programs at Amran University from the point of view of the administrative and academic staff?
- 3.2 Is there an effect of e-marketing on enrollment in students' postgraduate programs at Amran University from the point of view of the administrative and academic staff?

4. The Study Hypotheses

To achieve the objectives of the study, the following hypotheses have been proposed:

- 4.1 The first main hypothesis: There is a statistically significant effect at the significance level ($\alpha \leq 0.05$) of e-marketing on enrollment in students' postgraduate programs at Amran University.
- 4.2 The second main hypothesis: There are no statistically significant differences at the significance level ($\alpha \leq 0.05$) between the average response of the respondents regarding the impact of e-marketing on enrollment in students' postgraduate programs at Amran University, based on study variables (Gender, Job, Qualification, Years Of Experience).

5. Objectives of the study

The study aims to:

- 5.1 Identify the reality of e-marketing and the level of enrollment in students' postgraduate programs at Amran University.

5.2 Assess the impact of e-marketing on enrollment in students' postgraduate programs at Amran University.

5.3 Reveal the statistical differences in the averages response of the respondents regarding the impact of e-marketing on enrollment in students' postgraduate programs at Amran University, based on study variables.

6. The Importance of Studying

The importance of the study is as follows:

6.1 *Theoretical importance:* Contributing to spreading the culture of e-marketing and its impact on the provision of services and university programs among workers in Yemeni universities. The study also aligns with the tendency of Yemeni universities to activate e-marketing for their services and programs, particularly in postgraduate programs. It enriches the scientific library with the study's results and recommendations, providing valuable material for researchers and those interested in studying the study variables.

6.2 *Applied importance:* Assisting university leaders and individuals involved in e-marketing and postgraduate programs in Yemeni universities, especially Amran University, in identifying the reality of e-marketing and the level of enrollment in postgraduate programs. This will help them develop appropriate plans and programs and stay updated with the most important global developments and trends in e-marketing in contemporary universities. They can benefit from these trends in marketing postgraduate programs at Amran University.

7. The limitations of the study

The current study was subject to the following limitations:

7.1 *Objective limitations:* The study focused on examining the impact of e-marketing, specifically its dimensions including product, pricing, promotion, and distribution, on enrollment in postgraduate programs. It also considered the variables of coordination, admission, and registration as dependent variables.

7.2 *Human, spatial, and temporal boundaries:* The study was conducted with a specific sample of administrative and academic staff members at Amran University during the academic year 2022/2023.

8. Terminology used in the study:

The current study utilized the following definitions and terms:

E-marketing: Refers to the interactive marketing of products through digital technologies, incorporating integrated, targeted, and measurable communications in order to reach, engage, convert, and retain customers (Camilleri, 2020, p. 3).

Operational understanding of E-marketing: In the context of the study, e-marketing refers to the interactive marketing of university services and programs using electronic media. It aims to reach and attract students, cater to their needs and expectations, and achieve the university's objectives in an integrated, targeted, and measurable manner.

Enrollment: Refers to the process of individuals registering and joining educational institutions, whether governmental or private, with the intention of receiving education at any stage or level during the data collection period. This includes students in universities, institutes, colleges, and other forms of distance education (Planning and Statistics Authority, 2023, p. 96).

Postgraduate programs: Defined as advanced studies beyond undergraduate level, focusing on specialized subjects (House, 2020, p. 13).

Operational definition of enrollment in postgraduate programs: Refers to the enrollment of students in postgraduate study programs with the aim of expanding their knowledge, skills, and abilities in their specific field of specialization. This includes all students enrolled in postgraduate programs at the university.

9. Previous studies:

Previous studies can be classified and arranged chronologically from oldest to newest, as follows:

Study by (Krishnamoorthy & Srimathi, 2019): This study aimed to examine the impact of marketing through digital and social media on Indian higher education. It utilized a descriptive approach and a questionnaire as a study tool, targeting a sample of 267 faculty members. The results indicated a significant impact of the Internet, mobile phones, and social media on Indian higher education.

Study by (Andriani, 2019): The objective of this study was to investigate the influence of digital marketing by higher education institutions on students' decision-making process regarding university choices. The study utilized a descriptive approach and employed semi-structured interviews, observation, and documentation as research

tools. The findings highlighted the impact of digital marketing by higher education institutions on students' decision-making process, with social media channels being the primary means for obtaining information before making their choice.

Study by (Brkanlić, et al., 2020): The objective of this study was to investigate the impact of marketing mix tools on student satisfaction in higher-level colleges in the Republic of Serbia and Spain. The study utilized a descriptive approach, and a questionnaire was administered to a sample of 896 participants, consisting of students from 104 universities. The results revealed a significant effect of marketing mix tools on student satisfaction in higher education institutions.

Study by (Jalal & Younes , 2021): This study aimed to provide a future vision for e-marketing in educational postgraduate programs at Al-Azhar University. The study employed the future foresight approach (Delphi method) and a questionnaire as research tools. The study involved three rounds of data collection with a sample of 25 experts in the field of e-marketing at Al-Azhar University.

Study by (Ghawth, 2021): The objective of this study was to investigate the impact of e-marketing on institutional entrepreneurship in private universities in the capital city, Sana'a. The study utilized a descriptive approach, and a questionnaire was administered to a sample of senior and middle management managers and e-marketing specialists. The findings indicated a significant impact of e-marketing on institutional entrepreneurship, with the pricing dimension being less influential.

Study by (Calixtoa & Ramosb, 2021): This study aimed to examine the effect of digital marketing on customer relationship management (CRM) in educational institutions in central Peru. The study employed a descriptive approach, and a questionnaire was used as a research tool. The sample consisted of parents aged between 30 and 50 years belonging to educational institutions in the city of Concepcion in Peru, totaling 228 individuals.

Study by (Kitetu, 2022): The objective of this study was to investigate the effect of marketing on the rate of student enrollment in private hospitality colleges in Nairobi County, Kenya. The study utilized an analytical descriptive approach, and a questionnaire was administered to a sample of 7813 students in hospitality colleges. The results revealed a positive effect of digital marketing communication tools on the student enrollment rate in private hospitality colleges.

Study by (Jaquiline, et al., 2022): This study aimed to identify the reasons for students' enrollment in postgraduate programs in Tanzania. The study utilized a descriptive approach, and a questionnaire was used as a research tool. The sample consisted of purposively selected postgraduate students, totaling 47 participants. The findings highlighted five distinct reasons for students' enrollment in postgraduate programs, including employment prospects, salary improvement, career advancement or change, personal development, and status or self-realization.

Study by (Lestari & Miswan, 2022): This study aimed to measure and analyze the elements of the marketing mix for educational services in shaping the image (reputation and credibility) and their impact on students' selection decisions for private universities in Bandung, Indonesia. The study did not find statistically significant differences among the sample members based on the study variables.

Comments on the previous studies

The current study shares similarities with previous studies as it focuses on e-marketing and postgraduate programs. However, it differs from previous studies because it examines e-marketing with other variables, different segments, and various stages, primarily in the context of university education. Additionally, most previous studies on e-marketing were conducted outside of Yemen, and local and Arab studies did not directly address this specific topic.

Benefit of the current study from previous studies: The current study enriches the general framework by presenting its objectives, research questions, and assumptions. It also utilizes a chosen research method, develops appropriate research tools, and employs suitable statistical treatments.

Characteristics of this study: This study aims to investigate the impact of e-marketing on enrollment in postgraduate programs at Amran University from the perspective of administrative and academic staff members.

10. Theoretical Framework

10.1 The first domain: The theoretical foundations of e-marketing

In this section, we discuss the philosophical and theoretical foundations of e-marketing, as follows:

10.1.1 The concept of e-marketing

E-marketing is one of the most important means, methods, and strategies for marketing in the present era, as it allows access to the target market with the least cost and effort and the fastest time, through the advantages provided by digital technologies, and thus raising the percentage of sales and services provided.

The terminology "digital marketing" refers to the practice of promoting products and services using digital platforms like internet web pages, mobile devices, social networking sites, search engines, and other related platforms which are all used in the marketing of products and services (Alkhayyat & Ahmed, 2022, p. 13).

E-marketing is a marketing component that takes advantage of the use of digital technologies, such as the Internet or social media applications (for example, Facebook, YouTube, Instagram, and Twitter), to deliver targeted commercial messages to specific audiences on their smartphones, tablets, and computers (Calixtoa & Ramosb, 2021, p. 550).

Digital marketing is defined as the use of technology to support product marketing activities whose final aim is to enhance consumer knowledge by adjusting the offered products to meet customers' needs (Adam, et al., 2020, p. 1212), Hajjaj defined it as the optimal use of digital technologies, including information and communication technologies, to activate marketing productivity and its operations represented by organizational Job's, operations, and activities directed at identifying the needs of target markets and providing goods and services to customers and stakeholders (Hajjaj, 2021, p. 394), as defined by Muhdi. This is defined as the use of the capabilities of the Internet and various communication networks and multimedia in achieving marketing objectives, which entails new advantages and many possibilities (Mehdi, 2018, p. 554), and Maarawi defines it as the efforts made by the company to inform buyers, communicate with them, and promote and sell its products and services to them on the Internet (Maarawi, 2020, p. 15), and is defined as a modern marketing activity that includes the use of various web-based media, such as emails, websites, blogs, or social networks (Harbi & Ali, 2022, p. 465).

From the foregoing, the concept of e-marketing is evident through its means, methods, and techniques, and the clear role it plays, and it is confirmed by what it meets the needs, services, and benefits of individuals, institutions, and societies. Therefore, it can be described as interactive marketing of products and services using digital technologies to reach and deal with beneficiaries and convert them into customers and maintain them.

10.1.2 The importance of e-marketing

The importance of digital marketing for organizations and institutions appears through several elements, the most important of which are: (Bolton, et al., 2019, p. 23).

- Looking to the future and increasing the replacement of traditional marketing tools with digital tools.
- Many beneficiaries have adapted using modern devices and technologies.
- The expectations of the beneficiaries that the institutions will be more effective in this field.
- Exchange of information through digital tools and channels between institutions, workers, and beneficiaries.
- Transferring product or service data, specifications, and images through digital tools and channels.
- Carrying out buying and selling operations and negotiating prices or fees electronically.

10.1.3 Characteristics of e-marketing

E-marketing is characterized by several characteristics, the most important of which can be mentioned and explained as follows:

- *Ease of obtaining the service*: This feature is one of the most prominent factors that made e-marketing grow significantly because digital marketing combines digital technologies to contribute to and facilitate marketing activities, and institutions can respond to requests and inquiries of beneficiaries within moments, and there are specialized companies on the network whose main Job is to facilitate and guarantee financial transfers (Calixtoa & Ramosb, 2021, p. 550).
- *Non-compliance with time and place*: Where e-marketing and selling products and services crossed the local borders to the global one and made obtaining them possible without being restricted by time or place (Adam, et al., 2020, p. 1212), where any institution can offer its products and services extensively and continuously without being restricted by time or place.
- *Electronic communications are interactive and reciprocal*: Where electronic marketing enables the organization to communicate directly and continuously with the beneficiaries and to learn about their views and preferences in

order to create interaction that ultimately contributes to the completion of the business process (Mingione & Abratt, 2020, p. 4).

- *Automation and cost reduction:* E-marketing mechanisms and methods are characterized by low cost and ease of implementation, and companies can reduce sales expenses by reducing inventory and distribution expenses by directing the consumer to another party to carry out the sale process in a programmed and automatic manner, usually an agent or retailer (Matali, 2017, p. 88).
- *Excitement and attraction:* It is possible to woo and attract beneficiaries on the Internet through diverse content, interaction, and communication with beneficiaries and influencing them through various social media (Dwivedi, et al., 2023, p. 34), and platforms and websites offer different Genders of personal and funded media campaigns, thus creating various options to attract potential customers and convert them into new customers (Rizvanović, et al., 2023, p. 2).
- *Ease of measurement and evaluation:* When money is invested in a marketing campaign, tracking the results of the campaign is important, so it is necessary to know whether the strategy leads to results that help business growth (Gondane & Pawar, 2021, p. 2504), and analyzing traffic data through analysis tools leads to discovering, understanding, and modifying the behavior of beneficiaries (Bland & Osterwalder, 2020, p. 228).

10.1.4 Dimensions of e-marketing

E-marketing has four dimensions, which can be explained as follows:

- *The electronic product:* The electronic product is the most important element on which the electronic marketing strategy is built, as electronic media allowed giving new dimensions to products, whether they are goods or services, and institutions can design products through a computing system with the help of some electronic applications. You will benefit, as the appropriate digital media allows the beneficiaries to gain a complete understanding of the product (Adam, et al., 2020, p. 1213).

An electronic product is defined as every product whose content is consumed through the digital medium or the Internet, that is when you buy a digital product, and there are several formats for digital products, and the best formula that you should choose is the one that benefits your beneficiaries and actually helps you attract their interest and enthusiasm to buy from you (Hotmart Blog, 2022).

- *Electronic pricing:* It is the electronic pricing in which the electronic buying and selling process takes place and the source of income and profits, while the rest of the dimensions are cost generators.

The price differs under electronic marketing compared to traditional marketing, due to its connection to electronic media as the prices of goods and services within this new environment are characterized by flexibility and dynamism, so the price of products can change many times in one day (Matali, 2017, p. 87), and the beneficiaries can intervene in determining the price through auctions and their control over the form and type of the product and providing institutions with information, and thus puts them in a negotiating position in the details of the commercial relationship (Mingione & Abratt, 2020, p. 5). Therefore, we find that many institutions that have been involved in cyberspace adopt their pricing strategy based on these new data to be able to keep pace with the movement of the electronic market.

- *Electronic promotion:* The promotion dimension is considered one of the most important elements influencing the electronic marketing environment, as the changes that occurred in information technology and the influences that dyed marketing in this direction led to the emergence of the term electronic promotion (Camilleri, 2020, p. 5), and this dimension refers to how to woo the beneficiaries and attract them to the organization's website by putting the name of the organization and its trademark in the address (URL) so that it is repeated not only to indicate the existence of the organization but to designate it as the first choice of the market too (Bland & Osterwalder, 2020, p. 230).

Electronic media plays a major role in developing the promotion process as it changed some forms of the promotional mixture and secreted concepts such as the electronic promotional mix, electronic advertising, stimulating electronic sales, recreation on the line (Musa & Al-Nafighi, 2018, p. 201), Electronic promotion is not limited to the electronic media of communication services with beneficiaries but extends to the sustainability of communication and the relationship between the institution and users of these media (Adam, et al., 2020, p. 1212).

- *Electronic distribution*: Multimedia electronic media comes as auxiliary and facilitating means for the distribution process, such as providing the necessary information to guide beneficiaries about the availability and receipt of products or tracking the stages and methods that took them until they reach their final point, electronic media for institutions and users, and playing the role of mediator between the parties to the electronic process, as it allows the distribution process through many intermediary websites, such as the well-known and famous distribution site (Amazon), or auction sales such as (eBay) (Matali, 2017, p. 125).

From the foregoing, it is clear that e-marketing allows the organization to combine the design and display of the product, its pricing, promotion, and distribution in a single, integrated, and interactive package, and that the advertising service via electronic media and professionally designed can be crowned with the completion of the sale transaction directly online, and the beneficiary directly obtaining the product or service in.

10.1.5 E-marketing trends in contemporary universities

There are many e-marketing trends in contemporary universities, the most important of which are the following:

- *The original brand of universities*: University brands are considered a set of history, reputation, curricula, and prestige attributes that attract the target audience, and electronic marketing means are the best means to effectively generate awareness of them and reach the target group of potential students (Mingione & Abratt, 2020, p. 2).
- *Customized Marketing Communications*: Different websites are used to achieve marketing communications and promote the university (Hussein, et al., 2019, p. 319). The communication process in e-marketing depends on the user profile and the ability to interact across devices, where marketers adopt their e-strategy led by the idea of the devices used by users, so that interaction actually becomes an important part of e-marketing strategies (Tan, et al., 2022, p. 49).
- *Search Engine Optimization (SEO)*: It is a way to make the appearance and content of the university's websites appear among the first results in the free search engine results, with the aim of attracting large natural traffic to these sites (Camilleri, 2020, p. 15). The search engine optimization attempt stems from the fact that all educational institutions strive to obtain the highest possible level of student satisfaction in order to gain a competitive advantage in the education market (Brkanlić, et al., 2020, p. 2).
- *Search Engine Marketing (SEM)*: It is considered one of the effective methods in e-marketing for universities. It allows advertising a product or service in search engines and showing it in the paid search results. Search engines display your ad only to the audience you want to target, and then you pay for the advertisement. Among the most used paid search services are Google Adwords and Bing Ads (Getman, 2023). These services allow you to purchase ad space based on target keywords, location, and demographics of views (Mogaji, et al., 2020, p. 62).
- *Social Media Marketing (SMM)*: Marketing through social media platforms is one of the most important methods of e-marketing and a powerful element in managing social relations with beneficiaries. Sharing high-quality content on these platforms is an excellent way to attract beneficiaries (Gondane & Pawar, 2021, p. 2504). Beneficiaries who use electronic resources in the purchase process rely heavily on the use of social networking platforms (Dwivedi, et al., 2023, p. 34). It is important in the marketing process through these platforms to place sharing buttons at the bottom of each blog post so that viewers can share it on their accounts.
- *Content marketing*: The main goal of this style is to persuade beneficiaries to interact with the content and buy the product or service (Mogaji, et al., 2020, p. 62). Additionally, providing dynamic content moves the interaction beyond persuading beneficiaries to buy the product or service and makes them a prominent ally in the institution's development and growth process (Mingione & Abratt, 2020, p. 4). Content marketing in various forms through electronic channels. Is the basic strategy used in universities (Harbi & Ali, 2022, p. 470).
- *Email Marketing*: Emails with targeted content have proven to be a powerful medium for attracting potential beneficiaries (Bland & Osterwalder, 2020, p. 230). Email can be used to carry out professional campaigns, starting with marketing automation platforms such as MailChimp or news plugins for popular content management systems such as WordPress (Gondane & Pawar, 2021, p. 2504).
- *Chatbots*: This technology helps to be available when and how the audience needs you. Live chat may not be possible at 11 pm, especially on weekend nights, but when the target audience is most likely browsing at such a time, they need to provide answers to their questions (Getman, 2023). The use of chatbots for customer service

has increased by 88% in the past years, and this growing popularity is expected to generate about 112 billion dollars in retail sales by the current year 2023 (Silva, et al., 2023, p. 458).

- *Conversion optimization*: Conversion simply means that the user has visited the site and completed the required procedure, and may have downloaded a guide or clicked on a button to speak with an enrollment advisor. The more conversions a university website has, the more users interact with it, increasing its ranking and helping to boost its position (Getman, 2023).
- *Artificial Intelligence (AI) and Augmented Reality (AR)*: Artificial intelligence and augmented reality are already prevalent in university marketing. Virtual tours of universities include the use of augmented reality capabilities, and keeping up with newly developed tools is an integral part of maintaining the competitive advantage of universities. Google's responsive search ads and Performance Max PPC campaigns are just two examples of AI that can enhance the digital marketing strategy of universities (Getman, 2023).

From the foregoing, it becomes clear to us the most important trends of e-marketing in contemporary universities, which Amran University can adopt in marketing postgraduate programs and services. The success of the university in adopting these trends, or some of them, depends on the presence of an expert team with an insightful vision to help direct the e-marketing strategy of the university towards the right directions to benefit from it.

10.2 The second domain: enrollment in postgraduate programs in contemporary universities

This domain deals with the theoretical and philosophical framework for admission to postgraduate programs in contemporary universities, as follows:

10.2.1 The concept of enrollment in postgraduate programs

Enrollment in postgraduate programs is one of the most important pillars adopted by universities to respond to the needs of society and the requirements of development, through the ability to produce and distribute knowledge, which has become a major factor in economic growth and social progress and a basis for sustainable development.

The term “graduate studies” is used to describe further study by students who already have a university degree. It is often used to refer to M.A. or doctoral studies, and also includes diplomas that are taught to academic standards that are more demanding than university degrees (House, 2020, p. 13). Postgraduate studies are defined as studies conducted upon completion of a bachelor’s degree, starting from a M.A. degree up to a doctoral degree (Maples, 2022, p. 2), and Al-Mikhlafla defines it as “M.A. and doctoral programs in place in university faculties (Al-Mikhlafla, 2021, p. 275). and House defines it as studies more advanced than university studies related to subjects of specialization (House, 2020, p. 13).

From the foregoing, the concept of enrollment in postgraduate programs is evident as the student’s enrollment in the stage of study after the bachelor’s degree, in which he obtains a M.A. or doctorate degree, or both degrees together, in scientific or human disciplines, and aims to expand the knowledge, skills, and capabilities of the student in his field of specialization.

10.2.2 Objectives of joining postgraduate programs

Enrolling in graduate programs at universities achieves some goals, the most important of which are the following:

- Preparing specialists with a high level of competence to meet the needs of society, and contribute to the production and development of knowledge in various fields, and the development of scientific capabilities in scientific research curricula and methods in various fields, directing attention to local, Arab and international issues, studying them and providing appropriate solutions to them, and following scientific developments and providing services and consultations to state institutions and society (Al-Kumaim, 2021, p. 144).
- Improving the quality of academic programs in accordance with comprehensive quality standards, developing the level of scientific research, supporting and investing it, linking its outputs to achieving sustainable development, raising the level of sustainable partnership between the university and local, regional and international institutions, and linking the university to society by providing advisory, training and research services (Sabah, 2021, p. 104).
- Increasing human knowledge and consolidating the base of scientific research, developing the ability of postgraduate students in scientific research methodology and methods in various fields, and preparing high-level specialists to meet the requirements of comprehensive development plans and the needs of society (Yarmouk University, 2019).

It is clear from the previous presentation that the objectives of enrollment in graduate programs revolve around the latest scientific, technological and cognitive developments, preparing research specialists in various fields, equipping them with scientific research skills, enriching scientific research and linking its outputs to achieving sustainable development. These goals are intertwined and take into account cognitive, social and economic aspects.

10.2.3 *The importance of enrolling in postgraduate programs*

The importance of enrolling in postgraduate programs is as follows:

- It helps the student to increase their knowledge about their field of university studies, which enhances their understanding and expertise in their area of specialization, allowing them to be more creative in their work field.
- It makes the student's skills align with the requirements of the job market and provides them with numerous job opportunities, thus increasing their income.
- It offers the student an excellent opportunity to travel and obtain scholarships, which broaden their knowledge and culture. This helps them stay updated with the latest advancements in their scientific field across different countries.
- It allows individuals to have influence in their society and country, as the progress of societies is built on culture and science. It also develops human skills, making individuals capable of innovation, creativity, and renewal (Naoum, 2020, p. 4).
- It is considered a crucial entry point for societal development and meeting universities' and specialized teaching centers' needs for qualified teaching staff (Afifi, 2020).

Through the foregoing, researchers believe that the importance of enrolling in postgraduate programs lies in providing job opportunities, professional and personal growth, knowledge development, fostering innovation and creativity, contributing to community development and public policy-making, and meeting the labor market needs and requirements.

10.2.4 *Characteristics of admission to postgraduate programs*

There are several characteristics of joining postgraduate programs, which can be explained as follows:

- *Specialized knowledge*: It is regarded as one of the most significant characteristics as it enables students to delve deeper into their field of specialization through research and self-study, enhancing their ability and competence to excel in their chosen field of work (Nurzia, 2020, p. 63).
- *Foster creativity and innovation*: Joining postgraduate programs provides students with opportunities to conduct research and self-study within their field of study, encouraging them to compete for educational scholarships and fostering a constant need for creativity and innovation (Naoum, 2020, p. 2).
- *Possibility of obtaining prestigious academic positions*: Attaining M.A. and doctoral degrees with distinction and merit enables graduates to secure esteemed academic positions (Maples, 2022, p. 2). Academic positions are characterized by high social status and remuneration, making them among the most desirable and prestigious jobs worldwide (Nurzia, 2020).
- *Increased earning potential*: This feature is one of the most appealing aspects for undergraduates pursuing M.A. and doctoral degrees, as these degrees ensure rapid career progression, granting them prestigious positions with higher and distinguished salaries (Maples, 2022, p. 2).
- *Access to scholarships*: Enrolling in postgraduate programs opens up various opportunities for students to achieve their academic and career aspirations. Students who demonstrate excellence in their studies can be eligible for scholarships.
- *Enhanced professional network*: Joining postgraduate programs allows students to interact and collaborate with a diverse group of knowledgeable individuals with different abilities and competencies. This facilitates the sharing of knowledge and expertise. Students have the opportunity to connect with professionals, specialized professors, and leaders who have expertise in their respective fields (Maples, 2022, p. 2) (Nurzia, 2020, p. 65).

After presenting the most crucial characteristics of enrolling in postgraduate programs in contemporary universities, it becomes evident that they all revolve around being a fresh start for students. It serves as a significant milestone in their academic journey, providing them with financial stability, knowledge enrichment, professional experience, and expertise. It also unlocks opportunities for creativity and innovation in research and learning, equipping them with the efficiency and effectiveness required to secure top positions without the fear of failure.

10.2.5 Dimensions of enrollment in postgraduate programs

Admission to postgraduate programs has three dimensions, which can be explained as follows:

- **Coordination and Admission:** This dimension is considered the first stage of enrollment in postgraduate programs. It involves issuing instructions and guidelines for coordination and admission. The university officially announces all the relevant data, including the opening date for coordination and admission, the time period for coordination, the capacity and coordination fees for all university faculties. It also includes timelines for admission and differentiation tests in the faculties of the university at the level of each major, as well as any changes, modifications or extensions in the coordination data or timelines for admission and preference tests (Taiz University, 2022). Advanced students can coordinate or apply electronically through the coordination links for postgraduate programs. Alternatively, they can apply and coordinate by attending one of the coordination centers in universities (Hadamout University, 2022).

From the foregoing, it is clear that coordination is the first stage of the process of enrolling students in postgraduate programs. It provides guides and instructions that clarify the enrollment process, as well as the timelines for admission and registration procedures.

- **Admission:** *The process of obtaining university admission differs from one country to another and even from one university to another within the same country or city.* It can be done electronically through the university's website or through traditional methods like sending papers to the university's address or applying through a representative. There are two types of admission to universities: (Saad, 2022).
 - Final acceptance (unconditional): This is usually based on the specified conditions set by most universities around the world. No additional conditions are added to obtain this type of acceptance.
 - Conditional acceptance: In this case, the university offers students acceptance on the condition that they obtain all the required papers. During the application period, it is not necessary to have all the requirements. Some papers can be attached or sent at a later time. However, all the requirements must be completed and delivered before the expiration of the specified period for accepting the files, as indicated in the university guide.

From the foregoing, it is clear that admission is similar in most universities around the world, although the methods of application may vary. The student is not considered accepted until all documents are completed and delivered within the specified time period.

- **Registration:** Registration is the final stage in the enrollment process, where the student becomes a member of the program. After completing the delivery of all required documents and fees, the student receives a university card and is entitled to enter lectures and attend activities and events according to the study program. The goals of registration include determining the appropriate number of students enrolled in each postgraduate program, providing a database for enrolled students, contributing to the development of program plans and strategies, providing scientific material for researchers, and supervising students during their study and research stages.

The process of registration and admission to postgraduate programs is typically handled by the Registration and Admission Department of the Department of Postgraduate Studies at the university. This department plays a crucial role in registering students, coordinating with other departments, and issuing university cards (Palestine Technical College, 2023).

From the foregoing, it is clear that registration is a crucial stage in the enrollment process. By completing the registration and meeting its requirements and conditions, the student is officially enrolled in the program and can participate in lectures and other activities.

10.2.6 Types of enrollment in postgraduate programs

Enrollment in postgraduate programs in contemporary universities can be divided into two types: (Planning and Statistics Authority, 2023, p. 96).

- Regular Enrollment: This refers to individuals who are full-time students in an educational institution, whether governmental or private, at any of the postgraduate levels. These students are enrolled and regularly attend classes.
- Non-regular student: This refers to individuals who pursue any type of recognized postgraduate study but do not study on a full-time basis. This includes students in associate programs at universities and centers.

Enrollment in postgraduate programs may vary depending on the university. Academic postgraduate programs often require specialized study through courses and exams, while other programs focus on research and research theses.

10.2.7 The stages of enrollment in postgraduate programs

The stages of admission to postgraduate programs are divided into three stages, each stage differing in terms of the number of years of study and the level of in-depth study, as follows: (House, 2020, pp. 16-17).

- *Diploma stage:* It is the first stage of enrollment in postgraduate programs. It is a certificate that the student obtains after studying for a period of one to three years, depending on the university and specialization. At the end of it, the student obtains a certificate from an academic authority accredited by the Ministry of Higher Education. Obtaining this certificate is not obligatory for admission to the M.A. degree.
- *M.A. stage:* A M.A. degree usually requires at least one year of full-time equivalent study, and M.A. degrees can be divided into M.A. degrees by teaching (courses) and M.A. degrees by research, although in most cases both tend to incorporate a mixture of teaching and research-based study.
- *PhD level:* A PhD is awarded for the creation of new knowledge through original research or other advanced scholarship that expands the frontiers of knowledge or practice within a particular discipline and is worthy of publication. A PhD usually requires full-time study for at least three years and represents the highest level of academic qualification in most countries.

From the foregoing, it appears that enrollment in postgraduate programs varies to include general, professional, and private diploma programs, a M.A. program, and a doctoral program. Enrollment in a M.A. program does not require obtaining a diploma, while enrollment in a doctoral program requires obtaining a M.A. degree.

10.2.8 Conditions for joining postgraduate programs

Universities set conditions for joining postgraduate programs, including the following:

- Obtaining a bachelor's degree with at least a good grade.
- The student's regular attendance at the bachelor's level and that he has not obtained the degree in the affiliation system.
- That the field of specialization in postgraduate studies is the same as his field of specialization or closely related to it.
- Student registration on the postgraduate website (Naoum, 2020, pp. 6-7).
- The applicant should be full-time for study and adhere to the number of hours pertaining to study in the program.
- The student must pass and pass the admission exam in the specialization, Arabic, English, and computer.
- Submitting the original official papers of the student, such as a birth certificate and a bachelor's degree.
- Approval of the graduation certificate from universities outside the country by the competent authorities and its equivalence at the university or any competent authority according to the law.
- Pay the tuition fees specified in the financial regulations at the beginning of the academic year (Sana'a University, 2023).
- The student must fill in all the required information on the coordination request.
- A student is not allowed to coordinate two academic programs at the same time.
- The student should not have been expelled from another university for disciplinary reasons (Hadramout University, 2022).

From the foregoing, it is clear from the conditions for enrollment in postgraduate programs that focus on the university qualification, regularity in study, and supporting documents, while some postgraduate programs that rely on research require that the student submit a research plan for a topic related to their field of specialization or the specialization applied for in the program, and a certificate of recommendation for the student's abilities to continue research and learning by some of their professors in the previous stages.

11. Methods (Design of the Study):

The study followed the following methodology and procedures:

11.1 Study Methodology

The descriptive approach was used to study the impact of electronic marketing on students' enrollment in graduate programs at Amran University. This is done through a questionnaire specially prepared for this purpose.

11.2 Population and sample of the study

The study population consisted of all members of the administrative and academic staff at Amran University, totaling 470 individuals. Among them, there were 230 administrative staff members, accounting for 49% of the total, and 240 academic staff members, accounting for 51% of the total. These figures were based on the payroll for the second half of July 2022 (General Administration of Entitlements, 2023). The breakdown can be seen in the following table:

Table (1): The size of the study sample according to the study variables

Variable	Class	Number	Ratio	Variable	Class	Number	Ratio
Gender	Male	86	76.1	Job	Administrative	40	35.4
	Female	27	23.9		Academic	70	64.6
Qualification	Bachelor	42	37.2	Years an Experience	10-1	55	48.7
	M.A.	30	26.5		20-11	43	38.1
	Ph.D	41	36.3		30-21	15	13.3

It is clear from the previous table No. (1) that the sample size according to the gender variable was distributed by 76.1% for the male category, and 27% for the female category. The sample was also distributed according to the functional variable, with a percentage of 64.6% for the academics category, and 35.4% for the administrative category. However, it should be noted that there is a similar distribution of individuals and their proportions according to the qualification variable. This can be attributed to the fact that the majority of the university community is made up of males, which explains the higher representation of males in the study. The sample was also distributed according to the variable of experience, a similar distribution to individuals and their percentages, except for the age group (30-21), which was few. Moreover, the higher representation of academics is due to the nature of their work which includes research and education. The small number of individuals in the category of working years (21-30) can be explained by the recent establishment of the university and the large number of newly recruited individuals.

11.3 Instruments of the study

In order to fulfill the objectives of the study, a questionnaire was designed as the research instrument. Prior to this, the two researchers familiarized themselves with relevant literature and previous studies on the subject. The questionnaire, in its final form, comprised 48 items distributed across two dimensions, utilizing a five-point Likert scale. The researchers assessed the validity and reliability of the instrument as outlined below:

11.4 Reliability of Instruments

To ensure face validity, the initial version of the questionnaire, consisting of 48 items, was presented to nine expert judges from the Department of Educational and Psychological Sciences at the College of Education, Applied and Human Sciences - Amran University. Necessary modifications were incorporated based on their feedback. Consequently, the final version of the questionnaire was comprised of 48 items, as shown in the table below.

Table (2): shows the number of statements of the questionnaire axes in its initial and final formulation

Axes And Dimensions	Its Initial Formulation	Amendments To Paragraphs				Final
		Editing	To Divide	Delete	Addition	
The Electronic Product	7	3	-	-	1	8
Pricing	8	5	1	1	1	8
Promotion	8	3	-	1	1	8
Distribution	8	5	-	2	2	8
Axis: E-marketing	31	16	1	4	5	32
Coordination	5	2	-	1	-	4
Acceptance	5	1	-	1	-	4
Registration	7	4	-	-	1	8
Axis: Enrollment in graduate programs	17	7	-	2	1	16
Total	48	23	1	6	6	48

It is clear from the previous table No. (2) that the number of paragraphs before arbitration is (48) paragraphs, where (23) paragraphs were reformulated, (1) paragraphs were divided, (6) paragraphs were deleted and (6) paragraphs were added, as the tool became in its final form with (48) paragraphs.

11.5 Validity of Instruments

To ensure the structural validity of the study tool, correlation coefficients were calculated between each paragraph and the total score of the dimension to which this paragraph belongs, as shown in the following table:

Table (3): shows the matrix of Pearson coefficients for the correlation of the paragraphs with each other

Axis: E-marketing							
dimension	No	Pearson Correlation	Sig.	dimension	No	Pearson Correlation	Sig.
The first dimension: the electronic product	1	**0.67	0.000	The third dimension: promotion	1	**0.75	0.000
	2	**0.77	0.000		2	**0.63	0.000
	3	**0.66	0.000		3	**0.68	0.000
	4	**0.75	0.000		4	**0.65	0.000
	5	**0.79	0.000		5	**0.65	0.000
	6	**0.53	0.000		6	**0.74	0.000
	7	**0.47	0.000		7	**0.71	0.000
	8	**0.77	0.000		8	**0.70	0.000
The second dimension: pricing	1	**0.66	0.000	The fourth dimension: distribution	1	**0.71	0.000
	2	**0.74	0.000		2	**0.84	0.000
	3	**0.74	0.000		3	**0.73	0.000
	4	**0.82	0.000		4	**0.81	0.000
	5	**0.81	0.000		5	**0.75	0.000
	6	**0.74	0.000		6	**0.74	0.000
	7	**0.75	0.000		7	**0.84	0.000
	8	**0.75	0.000		8	**0.77	0.000
Axis: Enrollment in graduate programs							
dimension	No	Pearson Correlation	Sig.	dimension	No	Pearson Correlation	Sig.
The first dimension: coordination	1	**0.90	.000	The third dimension: registration	1	**0.38	.000
	2	**0.85	.000		2	**0.34	.000
	3	**0.74	.000		3	*0.20	.000
	4	**0.73	.000		4	**0.43	.000
The second dimension: acceptance	1	**0.90	.000		5	**0.46	.000
	2	**0.83	.000		6	**0.35	.000
	3	**0.69	.000		7	**0.54	.000
	4	**0.48	.000		8	**0.37	.000

From the previous table No. (3) it is clear that the results of all the coefficients of the correlation of each paragraph with the dimension to which it belongs are high, as the validity results ranged between (0.476 - 0.842), with a level of significance (0.00), all of which are significant for the domain of e-marketing, and (0.326 - 0.841) with a level of significance ($\alpha= 0.00$) and all of them are significant with regard to the domain of enrollment in students' postgraduate programs, and this indicates the strength of the internal cohesion of the paragraphs Each dimension and the domain to which it belongs, which means that the tool (questionnaire) possesses formative validity and high internal consistency, and its results can be trusted, and its validity to measure what it was intended to measure.

11.6 Stability of instruments

The stability of the tool was confirmed by calculating it using the Alpha Cronbach coefficient, using the spss program, at the level of resolution, axes, and dimensions, as shown in the following table:

Table No. (4): Shows the values of Cronbach's alpha coefficient

Dimensions	Electronic Products	Email Pricing	Email Promotion	Electronic Distribution	Email Marketing Scale	Coordination	Admissions	Register	Enrollment in graduate programs	Total
The Number	8	8	8	8	32	4	4	8	16	48
Cronbach's	0.83	0.88	0.84	0.90	0.95	0.81	0.72	0.87	0.92	0.96

It is clear from the previous table No. (4) that the value of Alpha Cronbrash coefficients for the questionnaire amounted to (97%), and the value of alpha for the axes using this method was (95%) for the first domain, e-marketing, and (92%) for the second domain, enrollment in educational postgraduate programs, which indicates that the tool (questionnaire) has an acceptable degree of stability.

11.7 Data Analysis

The data were processed statistically by means of the (Spss) program. The arithmetic means, standard deviations, ranks and scores for the axes and paragraphs were calculated, the Independent Samples Test, and the one-way analysis of variance (ANOVA) were calculated to detect the variation of differences between the averages of the sample responses. The relative weight method of the five-point scale was used, as follows:

Table No. (5): Shows the verbal significance and the weighting and relative weights

Verbal Appreciation	Strongly Agree	Agree	Neutral	Not Agree	Strongly Disagree
Relative Weight	5 - 4.20	4.19- 3.40	3.39 -2.60	2.59-1.80	1.79-1
Estimation	very high	high	middle	weak	Very weak

11.8 Research findings

First: Presentation and analysis of the results related to the answer to the questions:

1. Presentation and analysis of the results related to the answer to the first question: What is the reality of e-marketing and the level of enrollment in students' postgraduate programs at Amran University from the point of view of the administrative and academic staff? In order to answer this question, the arithmetic means, standard deviations, ranks and scores were calculated as follows:

1.1 Viewing and analyzing the results related to e-marketing domain: The results were as shown in the following table:

Table No. (6): Shows the arithmetic means and standard deviations for the e-marketing domain

Dimensions	Rank	Mean	SD	Estimation
Electronic Products	3	2.67	0.65	Middle
Email Pricing	4	2.56	0.65	Weak
Email Promotion	2	2.85	0.61	Middle
Electronic Distribution	1	2.99	0.78	Middle
Axis: E-marketing		2.77	0.60	Middle

It is clear from the previous table No. (6) that the general average of the reality of e-marketing at Amran University was (Mean= 2.77), with a standard deviation of (SD= 0.604), with a medium degree, that is, Amran University has a moderate degree of e-marketing, as it is clear from the previous results that the arithmetic mean for the dimensions of e-marketing ranged between (Mean= 2.99,2.56) and with a standard deviation between (SD= 0.78,0.61) with a degree of appreciation between (medium and weak), and this indicates that e-marketing at Amran University In all its dimensions, it is still weak, with a slight discrepancy in the values of the arithmetic averages, which reflected the order of the dimensions, where the distribution dimension came in the first place, then the promotion dimension came in the second place, and the pricing dimension came in the last place in a weak degree. Ha, and the university's strategic plan does not include any reference to e-marketing.

1.2 Viewing and analyzing the results related to enrollment domain in students' postgraduate programs: The results were as shown in the following table:

Table No. (7): shows the arithmetic means and standard deviations for the enrollment domain in students' postgraduate programs

Dimensions	Rank	Mean	SD	Estimation
Coordination	1	3.56	0.76	high
Admissions	2	3.19	0.69	high
Register	3	2.96	0.72	Middle
Axis: Enrollment in graduate programs		2.93	0.72	Middle

It is clear from the previous table No. (7) that the arithmetic mean of enrollment in students' postgraduate programs at Amran University was (Mean= 2.93), with a standard deviation of (SD= 0.724) with a medium degree of practice, and this means that the reality of enrollment in students' postgraduate programs from the point of view of the study sample is unknown (neutral). An estimate between (medium and high), with a slight discrepancy in the values of the arithmetic means, which reflected the order of the dimensions in terms of practice, where the coordination dimension came in the first place, then the acceptance dimension came in the second place, and the registration dimension came in the last place. pedagogical.

2. Presentation and analysis of the results related to the answer to the second question; Is there an effect of e-marketing on enrollment in students' postgraduate programs at Amran University from the point of view of the administrative and academic staff? In order to answer this question, the researchers used the simple linear regression coefficient between the independent variable (e-marketing) and the dependent variable (enrollment in students' postgraduate programs), and the results were as shown in the following table:

Table No. (8): Shows the simple linear regression coefficient

The Independent Variable	Dependent Variable: Enrollment in Students' postgraduate Programs							
	Form summary		ANOVA		Coefficients			
	R	R ²	F	Sig	B	Beta	t	Sig
E-Marketing	0.86	0.74	320	0.000	1.03	0.86	17.89	0.00

From the previous table No. (8), it is clear that the results of the analysis showed the relationship between the independent variable, e-marketing, and the dependent variable, enrollment in students' postgraduate programs, and the existence of a statistically significant relationship between the two variables, as the correlation coefficient reached (R=0.86), which is a positive correlation coefficient with a direct statistically significant relationship. that (R²= 0.74) of the variation in the dependent variable enrollment is mainly due to the independent variable e-marketing, and that (26%) of the remainder of the variation in changes that occur in enrollment in students' postgraduate programs is due to other variables.

The regression coefficient was (B=1.03) with an effect score (Beta= 0.86), which means a strong positive effect. The significance of this effect confirms the calculated value of (t=17.89) with significant significance (α = 0.000), which is less than the level of significance (0.01), which confirms the existence of an effect of the independent variable (e-marketing) on the dependent variable (constraint), and explaining this that the application of (E-marketing) by one degree leads to an improvement in (enrolment) by (86.2%), and the researchers attribute this to the fact that e-marketing is an important and influential tool in enrolling in students' postgraduate programs and contributes strongly to increasing student enrollment in these programs.

Table No. (9): Shows the multiple regression coefficient

The Independent Variable: E-Marketing	Dependent Variable: Enrollment in Students' postgraduate Programs							
	Form summary		ANOVA		Coefficients			
	R	R ²	F	Sig	B	Beta	t	Sig
Electronic Products	0.87	0.76	85.48	0.000	0.15	0.14	1.54	0.12
Email Pricing					0.29	0.25	3.01	0.00
Email Promotion					0.56	0.47	4.75	0.00
Electronic Distribution					0.08	0.09	0.97	0.33

The results in the previous table No. (9) showed that the correlation between the independent variable (e-marketing) and its dimensions and the dependent variable (enrollment in students' postgraduate programs) is statistically significant, as the correlation coefficient between the two variables reached (R= 0.87), which is a strong

positive relationship. The determination coefficient was ($R^2 = 0.76$), which shows that the dimensions of the independent variable (e-marketing) together explain (76%) the variation in changes in constraint, while the remaining percentage (24%) of changes that occur in constraint are due to other factors. The results also showed that the reinforcement dimension is the most influential dimension with a regression coefficient of ($B = 0.56$) and the degree of influence ($Beta = 0.47$), and that the distribution dimension is the least influential with a regression coefficient of ($B = 0.08$).) and effect score ($Beta = 0.08$).

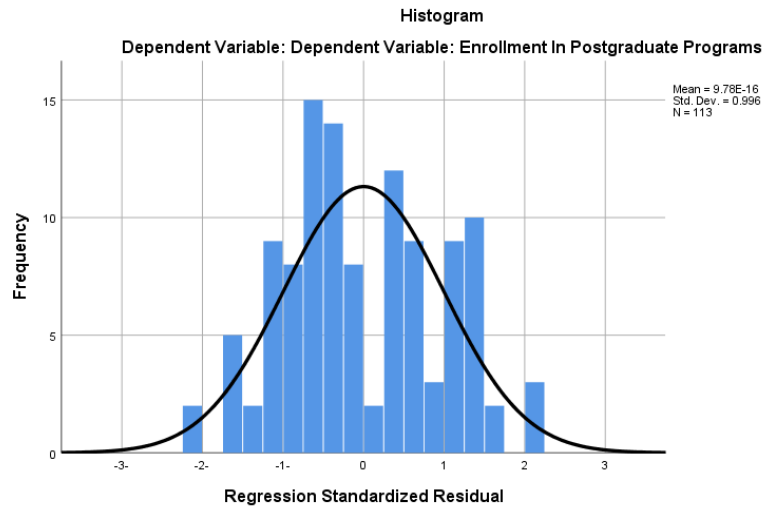


Figure No. (1): shows the normal distribution.

Figure No. (1) shows that the distribution of the data follows a normal distribution, which is one of the conditions for the validity of performing the regression analysis.

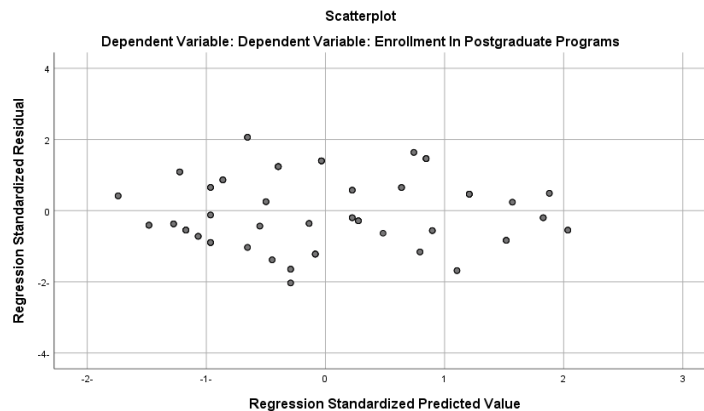


Figure No. (2): shows the distribution of the residuals

Figure No. (2) shows the shape of the spread of the residuals with the expected values, and from It is clear that there is no specific pattern for the points in the figure, and this is consistent with the linearity condition required to perform the regression analysis.

Second: Hypothesis Testing

To test the hypotheses, the researchers used some statistical methods according to the following procedures:

1. Results related to the first Hypothesis:

This hypothesis states, "There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) for e-marketing on enrollment in students' postgraduate programs at Amran University", and the following sub-hypotheses emerge from it:

1.1 The first sub-Hypothesis: There is a statistically significant effect at the level of significance ($\alpha \leq 0.05$) for the dimension of the electronic product on enrollment in students' postgraduate programs at Amran University. To

ensure the validity of the hypothesis, the two researchers used the simple linear regression coefficient, and the results were as shown in the following table:

Table No. (10): Shows the simple linear regression coefficient

The Independent Variable	Dependent Variable: Enrollment in Students' postgraduate Programs							
	Form summary		ANOVA		Coefficients			
	R	R ²	F	Sig	B	Beta	t	Sig
Electronic Products	0.76	0.58	153.3	0.000	0.84	0.76	12.38	0.000

According to the previous table No. (10), the results of the analysis showed the relationship between the independent variable (electronic product) and the dependent variable (enrollment in students' postgraduate programmers), where the correlation coefficient was (R= 0.76), which is a positive correlation coefficient with a direct relationship and statistical significance. The determination coefficient was (R²= 0.76), which shows that the dimension of the independent variable (electronic product) explain (58%)the variation in changes in constraint, It explains that the remaining percentage of the variance in the changes that occur in constraint is due to other variables. and the regression coefficient was (B= 0.84) with the effect score (Beta= 0.76), and the importance of this effect was confirmed by the calculated value (t= 12.38) with Significant ($\alpha= 0.00$). The explanation for this is that applying the (electronic product) by one degree results in an improvement in (enrolment) by (76%). Thus accepting the hypothesis: There is a statistically significant effect at the level of significance ($\alpha\leq 0.05$) for the electronic dimension on enrollment in students' postgraduate programs at Amran University.

1.2 The second sub-Hypothesis: There is a statistically significant effect at the level of significance ($\alpha\leq 0.05$) for the electronic pricing dimension on enrollment in students' postgraduate programs at Amran University. To ensure the validity of the hypothesis, the two researchers used the simple linear regression coefficient, the results were as shown in the following table:

Table No (11): Shows the simple linear regression coefficient

The Independent Variable	Dependent Variable: Enrollment in Students' postgraduate Programs							
	Form summary		ANOVA		Coefficients			
	R	R ²	F	Sig	B	Beta	t	Sig
Email Pricing	0.75	0.56	144.4	0.000	0.84	0.75	12.02	0.000

According to the previous table No. (11), the results of the analysis showed the relationship between the independent variable (electronic Pricing) and the dependent variable (enrollment in students' postgraduate programmers), where the correlation coefficient was (R= 0.75), which is a positive correlation coefficient with a direct relationship and statistical significance. The determination coefficient was (R²= 0.56), which shows that the dimension of the independent variable (electronic Pricing) explain (56%)the variation in changes in constraint, It explains that the remaining percentage of the variance in the changes that occur in constraint is due to other variables. and the regression coefficient was (B= 0.84) with the effect score (Beta= 0.75), and the importance of this effect was confirmed by the calculated value (t= 12.02) with Significant ($\alpha= 0.00$). The explanation for this is that applying the (electronic Pricing) by one degree results in an improvement in (enrolment) by (75%). Thus accepting the hypothesis: There is a statistically significant effect at the level of significance ($\alpha\leq 0.05$) for the electronic Pricing dimension on enrollment in students' postgraduate programs at Amran University.

1.3 The third sub-Hypothesis: There is a statistically significant effect at the level of significance ($\alpha\leq 0.05$) for the electronic promotion dimension on enrollment in students' postgraduate programs at Amran University, and to ensure the validity of the hypothesis, the researchers used the simple linear regression coefficient, the results were as shown in the following table:

Table No. (12): Shows the simple linear regression coefficient

The Independent Variable	Dependent Variable: Enrollment in Students' postgraduate Programs							
	Form summary		ANOVA		Coefficients			
	R	R ²	F	Sig	B	Beta	t	Sig
Email Promotion	0.83	0.69	251.8	0.000	0.98	0.83	15.86	0.000

According to the previous table No. (12), the results of the analysis showed the relationship between the independent variable (electronic Promotion) and the dependent variable (enrollment in students' postgraduate

programmers), where the correlation coefficient was ($R= 0.83$), which is a positive correlation coefficient with a direct relationship and statistical significance. The determination coefficient was ($R^2= 0.69$), which shows that the dimension of the independent variable (electronic Promotion) explain (69%)the variation in changes in constraint, It explains that the remaining percentage of the variance in the changes that occur in constraint is due to other variables. and the regression coefficient was ($B= 0.98$) with the effect score (Beta= 0.83), and the importance of this effect was confirmed by the calculated value ($t= 15.86$) with Significant ($\alpha= 0.00$). The explanation for this is that applying the (electronic Promotion) by one degree results in an improvement in (enrolment) by (83%). Thus accepting the hypothesis: There is a statistically significant effect at the level of significance ($\alpha\leq 0.05$) for the electronic Promotion dimension on enrollment in students' postgraduate programs at Amran University.

1.4 The fourth sub-Hypothesis: There is a statistically significant effect at the level of significance ($\alpha\leq 0.05$) for the electronic distribution dimension on enrollment in students' postgraduate programs at Amran University, and to ensure the validity of the hypothesis, the researchers used the simple linear regression coefficient, and the results were as shown in the following table:

Table No. (13): Shows the simple linear regression coefficient

The Independent Variable	Dependent Variable: Enrollment in Students' postgraduate Programs							
	Form summary		ANOVA		Coefficients			
	R	R ²	F	Sig	B	Beta	t	Sig
Electronic Distribution	0.74	0.55	136.6	0.000	0.69	0.74	11.69	0.000

According to the previous table No. (13), the results of the analysis showed the relationship between the independent variable (electronic Distribution) and the dependent variable (enrollment in students' postgraduate programmers), where the correlation coefficient was ($R= 0.74$), which is a positive correlation coefficient with a direct relationship and statistical significance. The determination coefficient was ($R^2= 0.55$), which shows that the dimension of the independent variable (electronic Distribution) explain (55%)the variation in changes in constraint, It explains that the remaining percentage of the variance in the changes that occur in constraint is due to other variables. and the regression coefficient was ($B= 0.69$) with the effect score (Beta= 0.74), and the importance of this effect was confirmed by the calculated value ($t= 11.69$) with Significant ($\alpha= 0.00$). The explanation for this is that applying the (electronic Distribution) by one degree results in an improvement in (enrolment) by (74%). Thus accepting the hypothesis: There is a statistically significant effect at the level of significance ($\alpha\leq 0.05$) for the electronic Distribution dimension on enrollment in students' postgraduate programs at Amran University.

The validity of the hypothesis was also confirmed using the path coefficients test in the structural model through the results of partial least squares, and the results were as in the following table:

Table No. (14): Bootstrapping

Overall Effects	R ²	Beta	M	SD	t	p
Electronic Products -> Enrollment in graduate _programs	0.787	0.175	0.180	0.079	2.212	0.027
Email Pricing -> Enrollment in graduate _programs	0.770	0.235	0.232	0.075	3.152	0.002
Email Promotion -> Enrollment in graduate _programs	0.847	0.443	0.436	0.093	4.777	0.000
Electronic Distribution -> Enrollment in graduate _programs	0.770	0.108	0.116	0.103	1.055	0.292

According to the previous table No. (14):

- Electronic Products -> Enrollment in graduate _programs: There is a significant and positive effect between the electronic curriculum and enrollment in graduate studies programs in the path model at the significance value (0.05), which was shown by the p value, which amounted to (0.027), and the practical t value (2.21), which is Greater than the critical value (1.96), and an effect of (0.175).
- Email Pricing -> Enrollment in graduate _programs: There is a significant and positive effect between electronic pricing and enrollment in graduate programs in the path model at the significance value (0.05), which was shown by the p value, which amounted to (0.002), and the practical t value (3.15), which is Greater than the critical value (1.96), and an effect of (0.235).
- Email Promotion -> Enrollment in graduate _programs: There is a significant and positive effect between electronic promotion and enrollment in graduate programs in the path model at the significance value (0.05), which was

shown by the p value, which amounted to (0.000), and the practical t value (4.77), which is Greater than the critical value (1.96), and an effect of (0.443.)

- Electronic Distribution -> Enrollment in graduate _programs: There is no significant effect between electronic distribution and enrollment in graduate programs in the path model at the significance value (0.05), which was shown by the p value, which amounted to (0.292), and the practical t value (1.05), which is Smaller than the critical value (1.96), and an effect of (0.108).

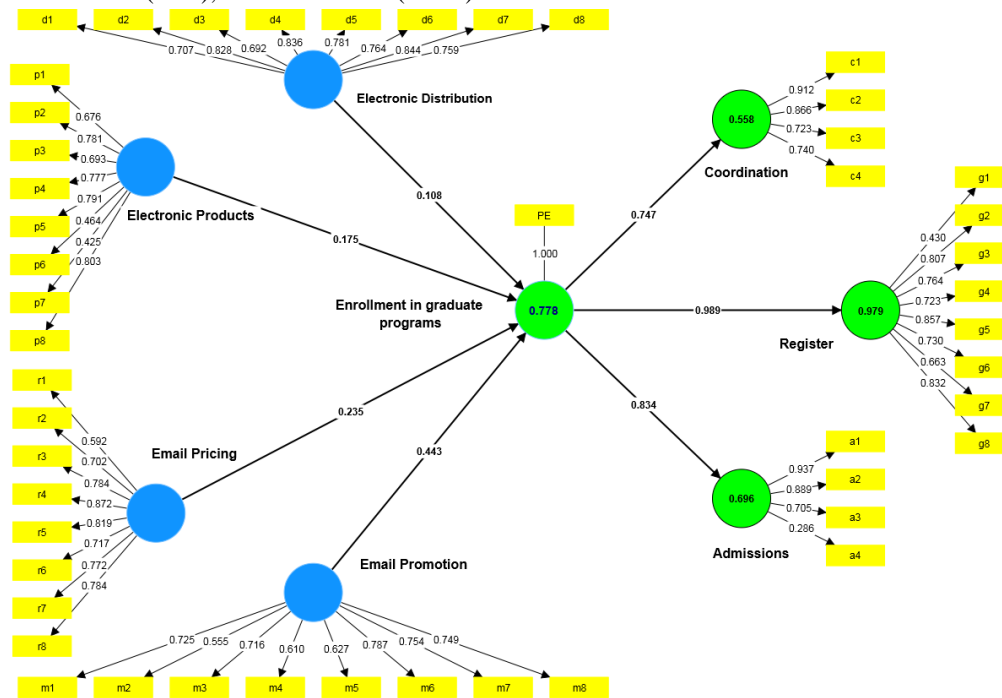


Figure No. (3): Path coefficients for the structural model

According to previous figure No. (3), the overall effects, correlation coefficient, and external ramifications of the model are shown according to the paths in Table (14).

2. Results related to the second Hypothesis:

This hypothesis states: There are no statistically significant differences at the level of significance ($\alpha \leq 0.05$) between the average response of the respondents about the impact of e-marketing on enrollment in students' postgraduate programs at Amran University, due to the study variables (gender, job, qualification, years of Experience), and the following sub-hypotheses emerge from them:

2.1 *The first sub-hypothesis:* There are no statistically significant differences at the level of significance ($\alpha \leq 0.05$) between the average response of the respondents about the impact of e-marketing on enrollment in students' postgraduate programs at Amran University, due to the variables of the study, gender (male-female)

Table No. (15): Shows the (T-Test) test for the Gender variable

Variable	Category	N	Mean	SD	t	F	Sig	Estimation
Gender	male	86	2.89	0.59	-0.25	1.64	0.202	non function
	female	27	2.93	0.64	-0.24			

It is clear from the previous table No. (15) of the (T-Test) test for gender (male - female) that there are no differences between the two groups at the level of the total scale (questionnaire). In the responses of the respondents about the effect of e-marketing on enrollment in students' postgraduate programs at Amran University attributed to the variable of gender, and thus accepting the hypothesis: There are no statistically significant differences at the significance level ($\alpha \leq 0.05$) between the average response of respondents about the effect of e-marketing on enrollment in students' postgraduate programs at Amran University attributed the gender variable.

2.2 *The second sub-hypothesis:* There are no statistically significant differences at the level of significance ($\alpha \leq 0.05$) between the average response of the respondents about the impact of e-marketing on enrollment in students' postgraduate programs at Amran University due to the job variable (administrative-academic).

Table No. (16): Shows the (T-Test) test for the job variable

Variable	Category	N	Mean	SD	t	F	Sig	Estimation
Job	Admin	40	2.99	0.523	1.178	4.285	0.061	non function
	Acadm	73	2.85	0.644	1.251			

It is clear from the previous table No. (16) of the (T-Test) test for job (Admin - Acadm) that there are no differences between the two groups at the level of the total scale (questionnaire). In the responses of the respondents about the effect of e-marketing on enrollment in students' postgraduate programs at Amran University attributed to the variable of job, and thus accepting the hypothesis: There are no statistically significant differences at the significance level ($\alpha \leq 0.05$) between the average response of respondents about the effect of e-marketing on enrollment in students' postgraduate programs at Amran University attributed the job variable.

2.3 *The third sub-hypothesis:* There are no statistically significant differences at the level of significance ($\alpha \leq 0.05$) between the average response of the respondents about the impact of e-marketing on enrollment in students' postgraduate programs at Amran University due to the qualification variable (BA - M.A. – PhD).

Table No. (17): One-way analysis of variance (ANOVA) shows the qualification variable

Variable	SC	SS	df	MS	F	Sig	Estimation
The Qualification	Between Groups	3.35	2	0.523	4.89	0.00	function
	Within Groups	37.6	110	1.67			
	Total	41.0	112				

It is clear from the previous table No. (17) of ANOVA analysis of the qualification variable (Bachelor - M.A. - PhD), that there is a discrepancy between the groups at the level of the total scale, as the level of significance for the total scale in the table ($\alpha = 0.00$) is smaller than the level of significance ($\alpha = 0.05$), and it confirms the existence of a discrepancy between the groups, and thus rejecting the hypothesis and accepting the alternative: There are statistically significant differences at the level ($\alpha \leq 0.05$) between the average response of the respondents about the effect of electronic marketing on the machine Enrollment in students' postgraduate programs at Amran University due to qualification variable.

In order to clarify the direction of the differences between the groups, the researchers used the Scheffe test, and the results were as shown in the following table:

Table No. (18): The Scheffe test shows the significance of the differences between the groups according to the qualification variable

Variable	Category	N	Mean	Variances	SD	Sig	
The Qualification	BA	MA	30	2.87	0.23	0.252	
		PhD	41	2.71	.40*	0.010	
	MA	BA	41	3.11	-0.23	0.139	0.252
		PhD	41	2.71	0.16	0.140	0.498
	PhD	BA	41	3.11	-.40-*	0.128	0.010
		MA	30	2.87	-0.16	0.140	0.498

It is clear from the Scheffe test for the significance of the differences of the arithmetic averages between the groups, that there are differences at the level of significance ($\alpha = 0.05$) by (40) points between the two categories (bachelor and doctorate) in favor of the bachelor category.

2.4 *The fourth sub-hypothesis:* There are no statistically significant differences at the level of significance ($\alpha \leq 0.05$) between the average response of the respondents about the impact of e-marketing on enrollment in students' postgraduate programs at Amran University due to the variable Years an Experience (1-10 years - 11-20 years - 21-30 years). Next:

Table No. (19): One-way analysis of variance (ANOVA) shows the variable Years an Experience

Variable	SC	SS	df	MS	F	Sig	Estimation
The Years an Experience	Between Groups	1.44	3	0.48	1.32	0.27	non function
	Within Groups	39.5	109	0.36			
	Total	41.0	112				

It is clear from the previous table No. (19) of one-way analysis of variance (ANOVA) for the Years an Experience variable (1-10 years- 11-20 years- 21-30 years), that there is no difference between groups at the level of the total scale, as the level of significance for the total scale and the axes in the table is greater than the level of significance ($\alpha = 0.05$), and it confirms that there is no variation between groups, and thus accept the hypothesis: There are no statistically significant differences at the level ($\alpha \leq 0.05$) between the average response Respondents about the impact of e-marketing on enrollment in students' postgraduate programs at Amran University due to the variable of Years an Experience.

12. Results and Conclusions:

The results and conclusions related to answering the study's questions and hypotheses showed the following:

- The results revealed a moderate level of e-marketing (Mean= 2.77, SD= 0.60) and a moderate level of students' postgraduate program enrollment (Mean= 2.93, SD= 0.72).
- The results revealed a strong positive effect of e-marketing on enrollment ($R = 0.86$, Beta= 0.86), such as the study by Lestari and Miswan (2022), Kitetu (2022), and Andriani (2019), which showed the existence of an impact of e-marketing on students' decisions in choosing a university and being encouraged to continue students' postgraduate studies. The study by Krishnamoorthy and Srimathi (2019) and Brkanlić et al. (2020) also confirm the existence of an impact of electronic marketing mix tools on the rate of student enrollment in higher education.
- The results revealed a there were no statistically significant differences in respondents' perceptions of the impact of e-marketing on enrollment, except for variations based on qualification.

13. Recommendations and suggestions:

In light of the results and their discussion, the researchers recommend the following:

- Reconsider the university's strategic plan to ensure a focus on e-marketing for students' postgraduate programs.
- Complete the infrastructure of e-marketing and students' postgraduate programs at the university to enhance student enrollment in these programs.
- Utilize electronic marketing for the promotion and marketing of students' postgraduate programs, specifically through social media sites and channels.
- Assign a qualified and specialized team to manage the university's websites and electronic channels, as well as provide them with comprehensive training in the use of electronic media, content creation, designing promotional offers, and effective electronic communication with stakeholders.
- Leverage the expertise and resources of the university's affiliates abroad in managing, designing, and improving the university's websites and electronic channels.
- Regularly update and enhance the university's website and social media channels, ensuring the provision of distinctive and clear content to the target audience.

The researchers also suggest the following:

- Pay attention to marketing research by assigning experienced individuals specializing in marketing research, either from within or outside the university, to conduct such research.
- Develop a future vision for e-marketing of students' postgraduate programs at the university to maximize student enrollment, particularly in the field of education.

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