THE ROLE OF INTERNET TECHNOLOGY IN SUPPORTING E- EDUCATIONAL SERVICES MARKETING

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ABSTRACT

This paper aims to spot, examine and analyze the role of the net that it plays within the field of selling e-learning services, and it's thought-about the most goal moreover as sub-goals, that are to spot the newest trendy developments of the net within the field of e-learning selling and also the use of electronic applications and portals to boost its potency and develop education. In addition to knowing the difficulties that hinders the role of the net to hold out its tasks in selling of e-learning in governmental and personal academic establishments.

In order to attain the objectives of the paper, the scientist used the survey study approach to deal with the matter. Therefore, strengths and weaknesses are highlighted in a very variety of previous Arab and foreign studies in order that this study will like. The study processed the importance of the role that net technology plays within the field of selling e-learning services. Among the foremost necessary findings of the study is that the necessity of spreading electronic awareness, and make virtual categories through the net and quarterly tests to activate the employment of electronic portals, and also the would like for academic establishments tries to extend the effectiveness of their advertisements via the net as a primary step to achieving varied selling goals. Also, the requirement to open house for youth energies for the needs of e-learning of all age teams moreover because the proposal to conduct additional studies on the net and counsel trendy ways of developing programs and applications.

Finally, the study conferred a group of recommendations, the foremost necessary of that is that organizations and academic establishments ought to specialize in being perennial in most of their advertising campaigns so as to consolidate this with shoppers and have a decent representation. they will use these impressions as keywords in search engines to extend the effectiveness and unfold of their ads. the fabric challenges are among the foremost necessary challenges facing e-learning, that contribute greatly to the issue of applying e-learning altogether academic sectors and fields. Therefore, incentives or awards ought to be allotted to people United Nations agency use e-learning and work on inventing new easy-to-use

applications, not solely financially however virtuously, like asserting the simplest worker monthly.

*   **Keywords:** *Internet, e-learning, electronic platforms, service selling, e-marketing, electronic services, electronic portals*

INTRODUCTION

The Internet has currently become very important a part of our standard of living because it is one among the important sources for getting data in competition with ancient media in diffusive data like newspapers, magazines, and audio-visual broadcasts. In addition to considering this network a very important supply of information, and with the event of the technical means that to assist therein it's become potential to make a replacement house that may be endowed within the selling of some merchandise or services and varied auxiliary means that in support of the selling method, that area unit solely a necessary and complementary a part of the selling method that ensures the adoption of this network as a good and acceptable medium for this method. Recent years have witnessed wonderful developments that became vast challenges ahead of selling with the start of a replacement millennium, maybe the foremost outstanding of that area unit technological developments, whether or not at the extent of markets, tourism, instructional or health means that. The emergence of the net is one among the foremost necessary technology revolutions within the epoch, because it by its nature doesn't need a high value, and it permits its users - from all components of the globe - to simply access it, that created it an honest platform for firms and academic establishments to speak with efficiency with their customers and enjoy them greatly, particularly in e-learning. With the emergence of the direct communication revolution, the teacher and students became face to face in instructional platforms or electronic applications, interacting along through a structured interaction through trendy interaction tools that greatly exceeded time, movement, and explanations (Abdul Rahman, port Khaled, 2019).

Keeping up with this technological development, the market has become saturated with several platforms, services and applications, that LED to its quality. In addition to the problem of satisfying the beneficiaries generally, the tutorial bodies and therefore the Ministry of Education, particularly with their revived and developing wants. However, the employment of website net has opened new horizons within the world of selling| promoting and therefore the questionable internet marketing has emerged that permits the organization to focus on individual beneficiaries and its nice promotional importance. As a result of the importance that net selling has, it's become a necessity for the success of recent

establishments, particularly establishments and academic bodies (Shalali; Qara'a; Fagran, 2019).

On this basis, the researcher seeks to continue researching new ways for the role of the net in selling the sphere of e-learning services and to undertake to know the fact of those scientific and technical developments and to contribute effectively to the event of e-learning services. He mentioned proposals to scale back the difficulties facing the net through the employment of the projected study approach, that is that the survey study and analyzing variety of previous studies in step with the precise goal.

THE PROBLEM OF THE STUDY

The development of the net plays a basic role within the world of education, particularly e-learning, in order that it's become a very important means that to accomplish varied work and deliver lessons through instructional platforms, portals and electronic applications, to lift their level of understanding, improve instructional and academic outcomes, and lift their potency for the event of education. During this study, the researcher is curious about attempting to understand the extent of the importance of the role of the net in selling its services within the field of e-learning. In addition necessary to understand the most recent developments of the net within the field of e-learning selling and therefore the use of multiple electronic applications and portals in education. The analysis in addition aims to search out the difficulties that hinder the role of the net so as to perform together with his duties in selling for e-learning in governmental and personal instructional establishments, it confirms that everyone countries generally and therefore the Kingdom of Asian nation above all should enjoy this analysis. From here the analysis downside focused on the subsequent main question:

What is the role of the net in supporting the field of marketing e-learning services?

Sub-inquiries:

 •What square measure the most recent fashionable developments of the net within the field of e-learning selling and also the use of electronic applications and portals to lift their potency for the event of education?

• What square measure the difficulties that hinder the role of the net to hold out its e-learning selling tasks in governmental and personal academic institutions?

Objectives of the study:

Due to the nice developments and transformations that have taken place in society and also the economy, and also the growth, integration and quality the data technology and net sector witnessed, academic establishments et al have realised

the distinctive and new blessings that may be achieved through association to the net and also the main objective of the study is to identify:

• The role of the net in supporting the sphere of selling e-learning services.

As for the sub-goals, that square measure as follows:

• The most recent recent developments of the net within the field of e-learning selling and also the use of electronic applications and portals to lift its potency and develop education.

• The difficulties that hinder the role of the net to hold out its tasks in selling for e-learning in governmental and personal academic establishments.

On this basis, the scientist seeks to continue researching new ways for the role of the net in selling the sphere of e-learning services and to undertake to know the fact of those scientific and technical developments and to contribute effectively to the event of e-learning services. She mentioned proposals to scale back the difficulties facing the net through the utilization of the planned study approach, that is that the survey study and analyzing variety of previous studies in step with the particular goal.

The importance of the study lies through the superb development of data and communication technology in recent times, particularly within the Corona crisis and what we tend to square measure browsing. that diode to the emergence of e-marketing that depends on the net and therefore the extent of its development. Therefore, selling would accomplish instructional processes particularly in a very record amount whereas reducing prices. the event of the net plays a basic role within the world of education, because it has become a crucial means that of accomplishing varied works and delivering lessons through instructional platforms, portals and electronic applications.

The importance of the study at this point, now 2020, confirms that every one countries normally and therefore the Kingdom of Asian nation particularly should have the benefit of this analysis, so as to introduce and develop net services and have the benefit of its services within the field of e-learning, and it's conjointly necessary to grasp the most recent developments within the field of e-learning and therefore the impact of victimisation electronic curricula on students to lift their level of comprehension. And to grasp whether or not their square measure net services and electronic instructional portals. In addition to knowing the difficulties that hinder the role of the net to hold out its e-learning selling tasks in governmental and personal instructional establishments.

The scientific paper consists of 5 components, that review variety of previous literature and studies associated with the subject, clarify the matter, and review the results of the survey that were brought up within the same regard, and eventually it's created by starting up with the results, conclusion and suggestions.

PREVIOUS WORKS

The scientist reviewed variety of previous studies, and that they were organized from newest to oldest as follows:

In study No. 1, The study centered on designation the $64000 role of digitizing the electronic curricula within the ministry and its issues and its role in enriching the academic data infrastructure within the UAE in light-weight of the state's radical shift all told fields towards e-government with attention on the e-learning project diagrammatical within the use of electronic curricula inside the Arab chief Mohammad bin Rashid learning initiative Intelligent. The study followed a descriptive approach, employing a field survey to gather information. wherever the study monitored the results of the answers to a form that was directed to students World Health Organization use electronic curricula within the second and secondary faculties, because it unconcealed the existence of many issues facing sensible learning comes in their early stages, particularly the employment of digital content for the info and deficiencies within the aspects of promoting and in organized application, therefore such initiatives It still wants longer and experimentation, intensive coaching, awareness-raising, and linking it to the educational calendar, to lecture rooms, to instructional things, to extra-curricular activities, to semester exams, and to virtual on-line categories to make sure the activation of the employment of digital content and therefore the electronic portals of the Ministry, and bigger reliance on electronic curricula.

In study No. 2, This paper sought-after to analysis and analyze data and communication technologies, with their basic parts, devices, equipment, software, applications, communications, and human resources, and to live their impact in supporting e-learning through their dimensions delineate by technology and teaching ways, the content that academic organizations possess by adopting a form kind ready for this purpose, and at a similar time academic services became in would like. Desperate for advanced scientific means that and techniques, whether or not to show, develop or offer these services per the mandatory characteristics, needs and standards, particularly since the academic service needs identification means that for those handling it. In addition, as providing its services to students within the place and therefore the technologies that create them on the market in any respect times. The study relies on the descriptive and analytical approaches of the theoretical and field study axes. The study reached several conclusions per that applicable recommendations were established for the academic organizations researched and similar organizations throughout the country, like the existence of a big correlation between data and communication technology in its dimensions on e-learning. the shortage of a verificatory setting for using data and communication technology in teaching. As for the foremost necessary recommendations, they were

delineating within the necessity: to clear the method for youth energies for the needs of e-learning and to emphasize the participation of teaching workers in qualifying courses on a way to market university and faculty services for e-learning to those handling them, whether or not for college kids or beneficiaries. In addition, as providing a verificatory setting for using data and communication technology in teaching.

In study No. 3, This study describes the most tools to boost academic services at the Russian State Social University, like advertising within the media, out of doors advertising, master's categories, spherical tables, conferences, on-line advertising, social networks, and therefore the university web site. It examined the most difficulties faced by specialists within the field of selling academic services at the Russian State Social University. Too several measures are taken in developing promoting communications for academic establishments. However, these measures sometimes don't work, as a result of there's a decrease in budget places for the square measures of coaching that are additional standard among candidates. Systematic chance samples like analysis tools - form are used. Among the foremost necessary findings of the study is that for the sake of tight competition and therefore the future development of the university, a high-quality academic service should be established, and to not request to draw in service customers simply to get funds and increase finance. It's imperative that funds be properly allotted to boost the standard of the academic method, and to boost the university's infrastructure. Among the foremost necessary recommendations is that they would like for the active development of technology required by instruction establishments to make information and communication ways exploitation academic promoting techniques, which is able to contribute to enhancing academic services and attracting new arrivals. In addition, as increasing areas of analysis and development, and increasing business activity. And conjointly a properly designed and enforced academic promoting initiative because it is just during this case that trust is going to be established between all involved parties, that directly ends up in raised client retention and financial gain of the organization.

In study No. 4, This study aims to spot the applying of promoting ethics in economic business enterprises and its impact on the success of their web business advertisements in terms of effectiveness, unfold and client satisfaction. In lightweight of this, the study restricted theoretical and applied analysis hoping on totally different approaches so as to demonstrate this result and to grasp the Internet's contribution thereto. The form was used as a tool to gather knowledge and distribute it via Facebook on a sample consisting of 580 people. when analyzing the info mistreatment structural equations modeling, the analysis ended with a group of results, as well as that the validity of the merchandise characteristics and therefore the info provided square measure among the moral

practices of business establishments that have an effect on the effectiveness of advertising on the web, and therefore the reliability of the data revealed through websites helped the community mistreatment the network to admit the network step by step in searching functions. Among the foremost vital recommendations and promoting content was the main target on mistreatment a lot of realistic promotional messages that really specific the standard of the merchandise displayed in their on-line ads. Organizations ought to target mistreatment these impressions as keywords in search engines to extend the effectiveness and unfold of advertisements. making an attempt to seek out correct scientific criteria for the effectiveness of perceiving the mysteries and negative effects of promoting practices.

In Study No. 5, This study aimed to focus on the importance of promoting intelligence and its system, because it may be a multi-mechanism technology that permits info to be processed showing intelligence, in numerous fields, because of its knowledgeable programs and systems. The descriptive analytical technique was used. this can be what the study sought-after through the approved ground at the extent of the continued coaching University, that was accepted and loved by the educators, as well as pre-promotion coaching for the good thing about sector staff happiness to the interests of the overall board of Public Service and people of the administration to blame of trade. Among the foremost vital recommendations: the requirement to concentrate to the human resource and check out to resurrect it through the activation of emotional intelligence and its foundations, by hoping on coaching courses for lecturers for the aim of developing and increasing students' motivation in scientific and sensible accomplishment which e-learning has become a tangible reality that has to be interacted with and to find out regarding its developments and benefits. That is, it should be endowed as a result of it reduces and reduces time, place, time and prices, associated permits for an improvement within the relationship between the prof and students, that is achieved by raising the standard of education and increasing potency. This can be what created it a pioneer and distinguished its individuals to adopt the primary project to arrange a Bachelor and Master in distance.

In Study No. 6, This study aimed to point the potential and limitations of the web within the learning method in pedagogy, by reviewing and analyzing the literature. They used each descriptive and analytical approaches. The results of this theoretical study make sure the positive aspects of mistreatment the web within the learning method for university students that arise from the web options like high technical capabilities, power, speed, catholicity and accessibility, moreover because the high sensitivity of teens towards new media. The positive effects of applying the web are indicated in analysis studies that have analyzed the innovation method in pedagogy, changes within the culture of learning, or bound

aspects of the temperament development of school students. In distinction, some studies have pointed to the constraints that will occur once mistreatment the web within the learning method primarily associated with info credibleness, lightweight and diverting content dominance and reliance on technolog. Consequently, the study recommends the adoption of measures on a bigger scale which will have an effect on the exaggerated use of the web within the method of exploit information, particularly within the field of upper education.

In Study No. 7, This analysis makes an attempt to gift additional dynamic electronic learning surroundings that depends on data as a basic part, because the analysis traces the method of data formation through theories associated with e-learning and conjointly through knowledge management current in business organizations. Theories used enclosed Dr. Micheal G. Moore's distance learning theory, Community of Inquiry COI, Connectivism, SECI, and psychological feature Process-Based Learning methodology.

Also, a number of the foremost standard electronic platforms that offer services within the field of e-learning were studied. The Moodle platform was chosen at the amount of e-learning systems and therefore the Coursera platform at the amount of open learning platforms for the needs of this analysis, considering that the primary is that the most utilized in universities and academic establishments within the Arab region and therefore the world, and therefore the second is that the preferred for submitting open courses outside of university education.

This analysis suggests a collection of parts that has got to be offered in any electronic learning surroundings that has the required and desired education and depends on the web as a data system that learners use in it, counting on themselves in their acquisition of data.

In Study No. 8, This study aimed to focus on the role of the web in Algerian telecommunications establishments, and therefore the got to develop the data infrastructure within the economy to stay pace with external changes, particularly info and communication technology, to stay within the market. Justify the supplemental price that may be achieved through the employment of net selling and therefore the use of contemporary info and communication technologies. Two approaches were used: the descriptive approach altogether aspects of e-marketing

The selling services and therefore the development of every of them, and on the case study approach, that is Associate in Nursing analysis study that relied on the form technique directed to the workers of some Algerian communication establishments, in addition to analyzing the sector results and submitting acceptable suggestions. One amongst the foremost vital results of the study is that the necessity to open selling on the web the door for everybody to enter the planet

of selling in spite of complete concerns or the need for the merchandise to be artifact that may be shipped and delivered.

Among the foremost vital proposals is that the institutions' web site be offered round the clock which they use the web to show their electronic merchandise, have an on the spot channel connected with customers for the aim of conducting electronic conferences and dialogues with customers directly, which they use electronic selling and therefore the net as a promotional channel for the establishment and its merchandise and therefore the participation of graduates in courses within and outdoors the country to boost their sensible potency within the field of electronic add accordance with recent developments and trends.

In Study No. 9, The study aimed to boost the net learning surroundings, still because the role of digital academic libraries and digital repositories in promoting the fields of education and e-learning. Kumar thought of that the education system ought to adopt the ways and procedures of e-learning mistreatment computers, the web and data within the digital surroundings, and he conjointly stressed the importance of forums academic dialogue and social networks within the learning method, still as academic networks and databases, e-learning categories "virtual classrooms", interactive academic programs, on-line electronic guides, academic multimedia system, free access to academic info, specialized portals, and electronic blogs. Blogs Kumar considers that one amongst the foremost vital issues of e-learning processes is that the restricted qualification of lecturers and students alike in handling and adapting to laptop technologies, the web and data networks, In addition to the issues that academic and scientific sites square measure exposed to from attack and penetration, still because the frequent uses of the net full of Slowly by student users, and he indicated that Asian country is following e-learning ways, however it wants immense investments during this sector in the least levels and in varied sorts of education, however digital public libraries and institutional digital repositories will have a significant role during this field for its contribution to the national info design.

On the opposite hand, as for the weaknesses that the scientist saw during this study: Electronic academic services were mentioned within the study for variety of Iraqi universities. Conclusions for those that don't seem to be clear and simple to scan statistics. what's the proportion of males and females within the study, as a result of among the recommendations was to extend the proportion of males in academic organizations?

In Study 3, per the researcher's point of view, the strengths of this study were as follows: The study mentioned the opportunities and role of media and an adept on-line selling therein it's requisite for the analysis of requests on the web and social networks and designing and choosing academic establishments for educational activity with advanced academic services to be within the interest of

candidates UN agency are high school graduates. Therefore, the frilly academic selling of the services provided should be the foremost vital activities of recent universities and take under consideration all the main points of this establishment that not solely transmits to the general public info regarding the strengths and opportunities of an academic establishment, however in addition is a further motivation and supply for its development. In fact, selling (this is what helps the scientist within the current study and confirms her question regarding the importance of the web in selling services for education, particularly e-learning) is that the tool that links between the buyer and also the manufacturer, permitting this to be the primary to seek out the foremost acceptable possibility, and also the last to grasp what the buyer desires, and what it's the direction of labor towards rising their product or service to create it higher. In addition to it the study mentioned that there ar an outsized range of scientific and sensible developments within the field of research to boost academic services, and in addition all academic establishments ought to try to create a positive image of it and a complete that's traditionally developed so the distinguished complete contributes to the method of promotion and selling and for the sake of good competition and attract shopper service and exaggerated funding. Therefore, it's necessary to properly portion funds to boost the standard of the tutorial method and improve the universities' infrastructure.

As for the weaknesses that the scientist saw during this study:

It failed to disclose the restrictions that hinder the promotion of academic services in educational activity establishments. It ought to be proverbial to beat them and to create the multiple proposals necessary to boost the amount of e-learning. The study solely centered on forming a positive image of the university and its reliance on the media, and failed to make a case for or recommend a way to acquire it in multiple ways in which. Rather, it had been happy with some non-detailed points.

In Study 4, per the researcher's point of view, the strengths of this study were as follows:

The study expressed that the success of selling and advertising campaigns depends principally on the extent to that the suitable methodology is well chosen on the one hand, and on the standard of the technical directive and presentation techniques utilized in it, that surpass in decorating it and once presenting it to the general public on the opposite hand. In addition, one in all the objectives of the study is to spot the extent to that the client is aware of the e-commerce sites and also the extent of his reliance on them to get a bug of data that's credible for searching via the web, and in addition to understand the extent of the contribution of selling ethics in developing and rising advertisements through the web. this can be what caught the researcher's attention in her current study, that is, to require

under consideration the credibleness of the electronic applications and portals that you just can market via the web, as a result of they contribute wide to raising the potency and embarking on e-learning and also the user incorporates a smart image. The study mentioned in its theoretical framework the importance of selling ethics, as a result of selling is that the clear interface for the organization's add the atmosphere with that it interacts. In addition to the tactic of presenting and analyzing the results, it had been through clear, easy-to-read tables and statistics.

As for the weaknesses that the scientist noted during this study: It centered on the importance ethics and credibleness and failed to clearly state the precise scientific criteria for the effectiveness of perceiving the hidden and negative effects of assorted marketing practices.

In Study 5, per the researcher's purpose of read, the strengths of this study were as follows:

The study mentioned the importance of selling intelligence in managing e-learning and the way to take a position it. 3 axes were utilized in the study set up and mentioned extensively: the primary one spoke regarding the foremost vital ideas of intelligence and selling intelligence, outlined intelligence as a philosophy content, and mentioned some Qur'anic verses and application systems, whereas the opposite idea is regarding e-learning, its goals, techniques and role. The last axis may be a presentation of a model for the university's ground. Among the foremost vital recommendations is that the adoption of AN electronic platform within the field of coaching, which implies investment that reduces time, place, time and prices. this can be what created it a pioneer and distinguished for adopting the primary project for getting ready a Bachelor's and Master's at distance. This recommendation is incredibly vital and also the current study agrees to propose the work of electronic applications and portals to assist support the sphere of selling e-learning services.

It is imperative to seek out an accurate translation or interpretation of the Qur'an verses mentioned within the study, even at the tip of it, whereas if they were used as a reference by foreign folks, they might not be ready or tough to translate them properly.

In Study 6, per the researcher's point of view, the strengths of this study were as follows:

In its theoretical framework, the study relied on learning via net technologies from well-known learning theories like psychological feature and activity. She in addition mentioned that the introduction of the web into the training method causes changes within the culture and technique of e-learning. In addition to encourage self-learning by making electronic books with texts, cartoons and audio films, getting them for good and new data, therefore raising the extent and quality of information.

He mentioned at the start of the theoretical framework however the start of information was within the time of the Greeks, and this is often not necessary. In addition, the theories (distance learning theory, researcher y community theory) weren't adequately explained.

In Study 7, per the researcher's point of view, the strengths of this study were as follows: The study provided a deep and clear theoretical framework for information management ideas through e-learning. Also, the idea of distance learning or transactional distance in 1972 showed that information (or learning) are often obtained through 3 main factors: Dialogue, Course Structure, and Learner Autonomy. the idea talked regarding information that may be non-heritable through a dialogue that takes place between learners and also the teacher through indirect communication, the learners would like for independence to find out alone, and also the got to offer a degree of flexibility within the program as another to the standard schoolroom. Likewise, the "Community of Inquiry" theory was mentioned collectively of the theories that provided a framework that helps to show in AN elaborate manner through asynchronous technical means think about text because the basis for text-based asynchronous pc conferencing. The importance of asynchronous matter dialogue stems from being a vital academic tool that permits learners longer to suppose before taking part within the discussion and deepens their ability to gauge their own work and compare it to the work of others and makes them answerable for their learning. Thence the importance of the Internet's role in supporting the sector of e-learning selling within the current researcher's study. In addition, the study used Learning Management Systems (LMS) applications on an outsized scale in universities and faculties for coaching and e-learning functions. These applications helped greatly to eliminate time and geographic restrictions, provided high flexibility within the academic method, allowed interaction between academics and learners, and provided resources. because the technology of massive information is wide mentioned, as internet sites and web platforms offer elaborate records of holiday makers 'movements on their sites, which might be searched and analyzed per would like. These technologies change to investigate learners' movements across e-learning platforms and accurately establish their behavior, assess them, and procure to supply immediate feedback from them for the aim of continuous improvement of the tutorial method and for the delivery of applicable content to the learner.

Among the weaknesses noted by the man of science, the electronic platforms adopted by the study were Moodle, Course sera, and the foremost widespread in universities and academic establishments solely, and didn't use the foremost trendy, like Blackboard, with all its wide technical options.

In Study 8, according to the researcher's view, the strengths of this study were as follows:

The importance of the study is that marketing will accomplish commercial operations in a record period while reducing costs. The development of the Internet plays an essential role in the business world, as it has become an important means of accomplishing various businesses through it. Also, by identifying several variables related to the use of the Internet in the field of marketing, especially the field of advertising and publicity through the websites of various Algerian institutions. Emphasizes that the developing countries of the world in general and Algeria in particular must benefit from this research, in order to introduce and develop Internet services and benefit from its services in the field of marketing, as it is necessary to know the latest developments in the field of electronic marketing and to know the difficulties surrounding Algerian institutions to market their products locally and internationally. In the first chapter of the study, she detailed the general concepts about service marketing and the role of technology and communication in service marketing. She also mentioned the advantages of electronic marketing.

As for the weaknesses that the researcher saw in this study: Lack of previous studies on the subject of study. The length of the study is about 239 pages, so the suggestions or recommendations that came out of the research were very brief only, as he indicated in the recommendations that India is following e-learning strategies, but it needs huge investments in this sector at all levels and in various types of education, except that digital public libraries and institutional digital repositories can play a major role in this field due to their contribution to the national information infrastructure.

As for Study nine, consistent with the researcher's vision, the strengths of this study were as follows: Where one amongst the doctors referred to as Skinner asked them to use information and use e-learning techniques. The participants in addition stressed the importance of data and content centers in e-learning, and in enhancing the web learning atmosphere, similarly because the role of digital academic libraries and digital repositories and also the establishment in promoting the fields of education and e-learning. The researcher considers that these The study is that one amongst the most effective studies, though it's thought of previous, and even the employment of the net at that point was tough to create offered to any or all folks, not because it is currently within the current era. The education system ought to adopt electronic learning strategies and procedures exploitation the pc, the net and data within the digital atmosphere, and also the sizable amount of academic dialogue forums and networks. Social media, similarly as academic networks and databases, e-learning categories "virtual classrooms", interactive learning programs, guides, free access to academic data, specialized

portals, and electronic blogs. It in addition unconcealed the foremost necessary issues that hinder the processes of e-learning, that is useful to the present study, like qualifying lecturers and students, and also the security issues should be understood to limit the attack and penetration and to form what defends the devices to boost the extent of e-learning and protect it.

As for the weaknesses that the researcher saw during this study: The study didn't mention specific programs or proposals to safeguard electronic devices that don't hinder the e-learning method.

And finally in Study ten, in step with the researcher's vision, the strengths of this study were as follows: During this study, the faculty was self-addressed jointly of the academic services organizations to check and analyze the policies and techniques adopted by the faculty towards promoting the standard of its services and their conformity with trendy promoting philosophy. This implies analyzing and learning the truth of promoting the standard of assorted academic services within the totally different target markets (students, researchers, workers, community members and institutions) and seeking to Demonstrate the weather of strength in these services to boost and maximize them on the one hand, indicate the weather of weakness, gift proposals to make sure their reduction and address them, and demonstrate the importance of promoting the standard of the university with its sensible cadres, analysis centers, services and investments for all sectors of the local people from the commercial, industrial and governmental sectors and suggesting that strategies that improve promoting the standard of the assorted faculty services. The study was divided into four sections organized at the start of the analysis at the introduction. Within the topic of the theoretical framework, he spoke regarding the ideas of quality and promoting the standard of academic services. It in addition processed the wants for the success of the promoting of university services.

While the weaknesses that the researcher saw during this study: In the theoretical framework it had been necessary to say a lot of ideas associated with e-learning services and what they're.

RESULTS

This part of the study deals with the researcher's presentation of a group of results that she reached from her analysis of previous studies, together with Arab and foreign studies, that centered roughly on identical topic of the present study, the role of the net in supporting the sphere of promoting academic services, through that the matter of the present study was answered. It's clear through a review of previous studies that it's in keeping with the present study on the

importance of the role of the net in supporting the sphere of promoting e-learning services within the following:

1. Attention to strengthening the role of the net in supporting the sphere of promoting electronic academic services generally for governmental and personal academic establishments to boost the standard of e-learning and increase potency.

2. And keenness to grasp the way to market and take into account the employment of suggests that of promotion through the net a vital and necessary part in achieving most of the strategic objectives of promoting for e-learning, like electronic curricula and applications.

3. It's necessary to listen to human resources and to exert effort and time to hold out intensive coaching and establish qualification courses to develop electronic academic attainment and keep step with the speedy development.

4. Electronic awareness should be unfolding, virtual categories created via the net and quarterly tests to activate the employment of electronic portals.

5. The requirement for academic establishments to hunt to extend the effectiveness of their advertisements on the net as a primary step to realize varied academic promoting objectives.

6. The requirement to create area for youth energies for the needs of e-learning of all age teams.

7. Allocating funds or creating a (budget) necessary to boost the standard of the e-learning method and increase funding to boost the infrastructure of the net for simple use that supports the e-learning method.

8. Demonstrate the else worth which will be achieved through the employment of e-marketing to support the sphere of promoting e-educational services.

9. The school rooms and laboratories should be equipped with trendy electronic scientific suggests that.

10. It should be planned to conduct a lot of studies on the net and to propose trendy strategies of developing programs and applications.

Table 1. *Shows the extent of the advantages of the digital library over traditional education from the students' point of view Study 1 (Ahmed, 2019)*

Do electronic methodologies (digital) have advantages over the classical styles	Number	Percent
Yes, to a great extent	220	28%
Sometimes yes	220	28%
No	101	13%
I don't know	239	31%
Total	780	100$

Table 2. *Shows the extent of students receiving training courses on using the digital curriculum in the Ministry - Study 1 (Ahmed, 2019)*

Training courses on how to use the digital library at the ministry	The number	Percent
Yes	298	38%
No	482	62%
total	780	100%

Among the obstacles, issues or difficulties that hinder the role of the net within the field of promoting for electronic instructional services:

1. The shortage of data technologies and advanced scientific means that for instructional services among instructional establishments for his or her students and academics.

2. One amongst the obstacles is also the dependableness of the data as a result of the academic policy ought to target all stakeholders, depends to an oversized extent on a promoting initiative designed and enforced properly instructional. solely in establishing trust between all stakeholders, that directly results in increased client retention and financial gain for instructional establishments.

3. What happens once or throughout the employment of e-learning from associate degree attack or penetration, and typically the retardation of the net by students WHO area unit students.

4 The shortage of research project that edges the academic method and doesn't direct it within the correct thanks to solve the issues of society

5. Discouraging scientific cadres to use e-learning and activating the incentives and rewards system to make job satisfaction and increase scientific production.

Table 3. *Illustrates the problems students face when using the digital curriculum - Study 1 (Ahmed, 2019)*

Problems of using	The number	Percent
Have no enough time	421	54%
Internet unavailable in the classrooms	152	19%
Not receiving appreciate training	173	22%
Difficulty to use interfaces and contents	134	17%
Insufficiency of technological skills	95	12%
No encouraging motives to use it	132	17%
The library does not make all needs available	89	11%
Others	89	11%
Total of the sample	780	100%

CONCLUSIONS AND RECOMMENDATIONS

The most necessary findings of the scientist through reviewing the 10 previous studies, consistent with the analysis results obtained, several of identical problems arise, particularly with relevance the employment of the net as a platform that has varied learning prospects, and its contribution to rising and developing applications, platforms and electronic portals over the net. Hence, it's necessary to require systematic measures that will produce the conditions for victimization web technologies to support the promoting of instructional services.

Several results were in addition reached through that the scientist provided some recommendations, as follows:

a. Use a lot of realistic promotional messages that really specific the standard of the merchandise displayed in their on-line ads, and it's imagined to be recurrent in most of its advertising campaigns so as to ascertain that with customers and have a decent image.

b. We have a tendency to should focus the tutorial organizations and establishments thereon, and that they will use these impressions as keywords in search engines to extend the effectiveness and unfold of their ads.

c. The fabric challenges ar one amongst the foremost necessary challenges facing e-learning, that contribute greatly to hindering the applying of e-learning altogether sectors and fields. Therefore, the subsequent should be discovered and brought into account:

1. Reducing the high prices of computers and web services for people.

2. An endeavor to produce and equip variety of halls altogether sectors.

3. Allocation of a mandatory course educated electronically (remotely) publically education, university and better education.

4. Trying to draw in experience and competencies, whether or not from within or outside countries, or to send them to require coaching courses to get e-learning skills.

5. Technical support personnel should be provided, and also the necessary maintenance and protection should be provided for all electronic programs and applications.

6. Activity Arabization and making Arabized versions so as to facilitate use by users UN agency solely recognize the Arabic and increase their range.

7. Incentives or prizes ought to be allotted to people UN agency use e-learning and ar operating to create 2 new easy-to-use applications. Not solely financially however virtuously, like saying the simplest worker monthly.

8. Encouraging investment for the non-public sector within the e-learning method so as to contribute to its dissemination.

On the premise of an outline and analysis of the chosen analysis studies, one will conclude that the most objective of the analysis is that the importance of the role of the net that it plays within the field of selling e-learning services. Also, to urge conversant in the newest trendy developments of the net within the field of e-learning promoting and also the use of electronic applications and portals to lift their potency and develop education. In addition to knowing the difficulties that hinder the role of the net to hold out its e-learning promoting tasks in governmental and personal instructional establishments, this has been achieved. the net within the e-learning method is extremely helpful and provides heaps of potentials that may amendment the training method by specializing in students as main participants. The analysis results show vital advantages derived from victimization the net at the university level. the net will beyond question make sure the development of recent approaches to learning, activate students' role in building their own language of information, change larger independence at work, and support changes in teacher roles. Consistent with the requirements of contemporary education because the IT atmosphere provides new instructional resources, the roles of academics are dynamical in addition. They're now not simply lecturers, however rather coordinators and coordinators of the training method that makes their role even a lot of advanced and hard-to-please.

If we glance at promoting through the net, we have a tendency to take into account it the electronic methodology by that advertising and promoting operations are disbursed on this network, through the employment of search engines, as an example within the method of advertising and promoting websites, or victimization electronic communication techniques to realize a lot of services for instructional establishments to apart from this is often one amongst the approved and well-known ways within the world of e-marketing.

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