

Identification and Prioritization of Effective Factors in Branding of Mobile Learning of the Ministry of Energy (Case Study: Remote Training Center of the Ministry of Energy)

Farshad zarjoo*,Morteza hazrati,

Branding in the mobile learning structure facilitates e-learning. In fact, branding of mobile learning creates opportunities for e-learning systems to develop their brand identity.the main objective of this research i Identifying and prioritizing the effective factors of mobile learning branding(Case study: Ministry of Energy Remote Training Centers). The method of research in categorizing research based on the purpose is an applied one and is descriptive - correlation. Field survey was used to collect data. The statistical community is the mobile education staff at the Ministry of Energy. The data gathering tool was a questionnaire for analyzing the SPSS and Laser software. The results indicate that all the assumptions in the research were confirmed.

Keywords : Ministry of Energy, Branding, Mobile Learning, Remote Training Center, Ministry o fEnerg

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