Contents

Editorial

FROM QUALITY MANAGEMENT TO MANAGING QUALITY: SYSTEMIC APPROACH ...................... 5
Vincentas Lamanauskas

Articles

DICHOTOMY BETWEEN EDUCATIONAL POLICY-MAKING AND IMPLEMENTATION IN KENYA ....... 9
Ochieng Pamela Atieno

A KNOWLEDGE-BASED SOCIETY NEEDS QUALITY IN HIGHER EDUCATION .......................... 15
Andrea Bernhard

ASSURING EDUCATIONAL CONTINUITY ON MACRO SYSTEM LEVEL .................................. 22
Dina Bethere, Anita Lidaka

CREATING, FOSTERING, AND SUSTAINING SCHOOL CULTURE IN LATVIA:
COMMUNICATION WITH STAKEHOLDERS ........................................................................ 30
Ineta Daiktere

E-MARKETING TOOLS AND THE NEW DIMENSION OF INTEGRATED MARKETING
COMMUNICATIONS IN EUROPEAN HIGHER EDUCATION SERVICES ................................. 36
Alexis Daj, Andreea Chirca

CAN AN ACADEMIC INSTITUTION AFFECT GRADUATES’ RESIDENCE CHOICES?
A COMPARISON OF PERCEPTIONS AND ATTITUDES OF GRADUATES OF THE ARIEL UNIVERSITY
CENTER OF SAMARIA TOWARD THE SAMARIA REGION ...................................................... 46
Nitza Davidovitz, Shlomo Sharlin

A GOOD ADULT EDUCATOR AS AN IMPORTANT FACTOR IN THE LIFELONG LEARNING POLICY .... 61
Ilze Ivanova

LIFELONG LEARNING AND PRESCHOOL EDUCATION:
ODD COUPLE OR ECLECTIC RELATIONSHIP? ................................................................. 68
Thanassis Karalis

APPLYING THE PRINCIPLE OF SUSTAINABILITY OF EDUCATION
TO THE CURRICULA OF THE ELEMENTARY STAGES OF EDUCATION IN ESTONIA .................. 74
Airi Kukk

QUANTITATIVE AND QUALITATIVE MEASURES OF PERCEIVED PREVALENCE
OF ACADEMIC INTEGRITY PROBLEMS AMONG LECTURERS OF TERTIARY INSTITUTIONS
IN KWARA STATE, NIGERIA ............................................................................................ 88
Olasehinde-Williams Olabisi, Henry Owolabi, Lasiele Yahaya