# **REFERENCE**

Aasker, D. A., Kumar, V., & Day, G. S. (2001). *Marketing research* (7th ed.). New York: John Wiley

& Sons.

Abdullah Badawi. (2004). Official opening of Limkokwing University College. Retrieved December

21, 2007, from <http://www.pmo.gov.my/WebNotesApp/PMMainnsf/>

Allen, M. W. (2003). *Micheal Allen’s Guide to e-Learning*. USA: Wiley