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- provide those who submit manuscripts for publication with useful, timely feedback by making the review process constructive,
- be for the reader the most authoritative journal on IT education, and
- acknowledge and embrace the diversity of teaching and learning models in use around the world.

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JITE: Research Volume 21, 2022 - Table of Contents

| Effect of Gamification on the Motivation of Computer Programming Students Karen D. Cuervo-Cely, Felipe Restrepo-Calle, Jhon J. Ramírez-Echeverry 1-23 |
|--|
| Designing and Evaluating the Impact of Using a Blended Art Course and Web 2.0 Tools in Saudi Arabia Nouf Alsuwaida |
| Socio-Emotional Characteristics of Emergency Distance Teaching: A Mixed-Method Investigation in Greece Katerina Tzafilkou, Maria Perifanou, Anastasios A. Economides |
| The Relationships Between the Factors of a TOE Framework and Student ERP Systems Learning: A Curriculum Development Case Sock H. Chung, Badie N. Farah, Hung-Lian Tang |
| The Limited Level of Digital Skills and Competencies of Optometry Students Kim Phuong Nguyen, Ayd'n Ken Luke, Yutong Cheng, Aditya John, Kwang M Cham |
| Students' Relative Attitudes and Relative Intentions to Use E-Learning Systems Guangming Cao, Nessrin Shaya, Chris I. Enyinda, Rawan Abukhait, Eman Naboush |
| A Design Methodology for a Computer-Supported Collaborative Skills Lab in Technical Translation Teaching Marco Zappatore |
| Analysis of a Mobile Learning Adoption Model for Learning Improvement Based on Students' Perception Henki Bayu Seta, Theresiawati, Sarika Afrizal, Achmad Nizar Hidayanto 169-196 |
| Student Access to and Competence in Migrating to a Fully Online Open Distance Learning Space Patience Kelebogile Mudau, Piera Biccard, Michael Moos Van Wyk, Christy Jean Kotze, Victor Rhulani Nkuna |
| The Use of Computers by Greek Educators. Did the COVID-19 Pandemic Change Anything? Emmanuel Fokides, Despoina-Melina Kapetangiorgi |
| Towards a Sustainable Adoption of E-Learning Systems: The Role of Self-Directed Learning Ahmad Samed Al-Adwan, Muhmmad Nofal, Huma Akram, Nour Awni Albelbisi, Manaf Al-Okaily |
| The Impact of the Relationship of Social/Emotional, Cognitive, and Behavioral Engagements on Developing Preservice Teachers' Digital Competencies Areej ElSayary, Laila Mohebi, Lawrence Meda |
| Assessing Student's Adoption of E-Learning: An Integration of TAM and TPB Framework Van Ky Long Nguyen, Thi My Hanh Le, Thi Ngoc Mai Duong, Tien Son Nguyen, Thi Thu Hien Le, Thi Thanh Huong Nguyen |
| A Systematic Review of Research on the Use of Artificial Intelligence in English Language Teaching and Learning (2015-2021): What are the Current Effects? |

| Smart Board-Based Assessment Outcomes of Implementing Outdoor Transdisciplinary L Instruction for Pupils | anguage |
|--|---------|
| Ping Ning, Dorothy DeWitt, Hai-Leng Chin, Norlidah Alias | 379-402 |
| Exploring the Influence of Students' Modes of Behavioral Engagement in an Online Programming Course Using the Partial Least Squares Structural Equation Modeling Appropriate Hsueh, Bilegjargal Daramsenge, Lien-Chi Lai | |
| Using E-Portfolios for Active Student Engagement in the ODeL Environment Patience Kelebogile Mudau, Mpho-Entle Puleng Modise | 425-438 |
| Students' Perceptions of E-Learning in Malaysian Universities: Sentiment Analysis Base Machine Learning Approach Reem Sulaiman Baragash, Hanan Aldowah, Irfan Naufal Umar | |
| Factors Impacting Teachers' Continued IT Adoption in Pre-College Education Abrar Y. Aldekheel, Omar Khalil, Zainab M. AlQenaei | 465-500 |
| A Systematic Review of Online ELT Research in Indonesia During the COVID-19 Pande Through the Community of Inquiry Framework Imelda Gozali, Faizatul Istiqomah, Utami Widiati | |
| WhatsApp's Potential to Broaden Online Teaching and Learning: Perceptions of Undergr Students From One South African University Ke Yu, Monicah Gao Motlhabane | |
| Systematic Review of Mobile-Assisted Task-Based Learning Based on WoS (2013-2022) Shijiao Jia, Madhubala Bava Harji | • |
| Impact of an Unlimited E-Book Subscription Service and Digital Learning Solution in Management Education at A Minority Serving University Nicole Buzzetto-Hollywood, Leesa Thomas-Banks | 597-622 |
| Attitudes Toward the Integration of Digital Games Into Instruction in Teacher Education During the COVID-19 Pandemic Orit Avidov-Ungar, Meray Hayak | _ |
| Shoot2Learn: Fix-and-Play Educational Game for Learning Programming; Enhancing Stu Engagement by Mixing Game Playing and Game Programming Selvarajah Mohanarajah, Thambithurai Sritharan | udent |
| A Systematic Literature Review on Learning Apps Evaluation Shahjad, Khurram Mustafa | |
| | |