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Abstract

Focusing on academic institutions in higher education as the research context, this study examined the relations of key factors affecting students' supportive behavioral intentions toward the university (e.g., giving gifts as alumni, continuing education, and giving referrals regarding the university). Based on the literature from various disciplines, this study proposed four factors are critical influencing such intentions: (1) students' communication behavior with the university, (2) perceived quality of educational experience, (3) evaluations of the relationship with the university, and (4) university reputation. The data in this study were collected using a survey of current undergraduate students (N = 336) who were attending a private university in Seoul during Fall 2005. Structural equation modeling (SEM) was used to analyze the proposed model. Regarding overall results, the proposed model can be retained as a valid model based on data-model fits: Eight hypotheses were supported in this study, but not the effect of students' educational experience on university reputation. The findings suggest that to foster students' supportive behavior, universities need to cultivate a good

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relationship with their students and to obtain favorable reputation held by students, while ensuring active communication behavior of students and the quality of students' educational experience.

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