

## Technology and Educational Marketing (IJTEM)

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**Editor(s)-in-Chief:** Purnendu Tripathi (IGNOU, India) and Siran Mukerji (IGNOU, India)

IJTEM presents, analyzes, shares, and collaborates ideas, experiences, research studies, and cases on the advancements and innovations in technology and educational marketing. Targeting educational planners, administrators, researchers, educational technologists, educational specialists, and marketing educators, IJTEM uses technology and marketing management for sustainable educational development. In addition to full-length research papers, this journal publishes insightful books reviews, case studies on educational institutions and their marketing initiatives across the globe, and technological initiatives taken by institutions for marketing their educational programs.

### Topics Covered:

- Advertising and promotion of academic programs
- Analysis of consumer behavior
- Competitive pricing decisions
- Digital service and education
- Direct Marketing of Educational Programs
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- Educational and allied services marketing, branding, corporate identity, marketing and e-communications, marketing for community support and social development, marketing management, marketing research, and product management and differentiation
- E-marketing and education
- Ethical issues in the marketing of education
- Globalization and educational marketing
- Green marketing for education
- Innovations in technology for educational marketing
- Technology and educational marketing
- Technology and educational services marketing
- Technology and relationship marketing for sustainable educational development
- Technology enabled customer (students) relationship management
- Technology enhanced educational partnership management
- Technology for quality assurance in educational programs and support services
- Technology for transnational partnership and collaboration in education
- Technology in educational partnership management
- Technology in educational program development
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### EDITOR-IN-CHIEF BIO

Purnendu Tripathi, an International Research Fellow (2009) of Open University Business School (OUBS) at Open University (UK), has a Ph.D in Management. At Arab Open University (AOU) Saudi Arabia, as a faculty member in Business Administration, he was faculty mentor, programme and course coordinator entrusted with the responsibility of training and development of the faculty members teaching in open and distance learning (ODL) environment, besides his own teaching and research in ODL. Currently, he is serving as one of the Editors-in-Chief of International Journal of Technology and Educational Marketing (IJTEM).

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