The editorial team of IJTEM welcomes the readers to the inaugural issue of this journal, wherein it has been our efforts to share intellectual contributions integrating technology and educational marketing together with transnational collaborations and also provide an international platform for the researchers, educators, planners, specialists and administrators to contribute for the development of the area of technology centered Educational Marketing, which has immense potential to become a specialized area of research and development. The coverage area of the journal is quite broad covering entire domain of education sector and its integration with technology and marketing.

Importance of application of marketing in educational sector, especially in tertiary education has been rightly pointed out by Ng and Forbes (2009) when they state that a marketing orientation could help universities compete in the global arena, but only if the right principles are well applied. It is not wrong to view the student as the consumer or customer, but it is important to realize that universities must go all the way to understand what that means. While discussing Service Driven market orientation in Higher education, Voon (2008) suggests that service providers, like institutions of higher learning, need to be committed to fully understand and responding to the real needs of customers. Nevertheless, mere customer orientation is not enough. The service providers need to be competitor–oriented so as to deliver better services that will be perceived as quality.

It is now evident that institutions are putting great amount of effort in understanding the need of the students (here seen as customer) and in designing the academic programmes and support services so as to develop quality oriented education and this is also accomplished by integrating with the advancements in technology for accessible education. It is also pertinent to note that while applying the concept of marketing in the field of education, one needs to understand the differences between business sector and education sector also. In this regard, Nicolescu (2009) visualises that marketing principles and marketing ideas can be applied to the higher education sector, but not in the same way as in the business sector. The differences in types of products/services offered, the scope of targeted markets and the organization of specific marketing activities, which exist between the business and the higher education sectors, make marketing concepts only partially applicable to the higher education sector.
Coming to this inaugural issue of IJTEM, it offers five interesting contributions commencing with constructions of meaning around entrepreneurialism in an inner city Academy in England followed by technology based training for sales force and lessons learnt for technology in marketing education. The third paper is about developing a suite of appropriate electronic tools to support the wide range of international group of professionals as learning community. It also explores the role of effective communication amongst them for understanding both cultural and country specific provision and needs. The next paper explores the effect of philosophies on technology enabled educational marketing programs. Finally the fifth article of this issue is Business Lessons for Higher Education Marketing which attempts to investigate problematic business approaches and their impact on non profit higher education sector.

The editors are grateful to the academics who have contributed for the very first issue of IJTEM and we value their sincerity and commitment for developing high standard papers which will set a platform for contributions in the forthcoming issues of the IJTEM. We also thank IGI Global team, particularly Kristin Klinger, Heather Probst and Jamie Wilson for supporting us at every step of development process of this journal.

We welcome feedback from the readers on this inaugural issue and suggestions for themes for special issues of IJTEM in future.

Purnendu Tripathi
Siran Mukerji
Editors-in-Chief
IJTEM

REFERENCES


Purnendu Tripathi, an International Research Fellow of Open University Business School (2009) at Open University (UK), has a PhD in management and a master’s degree in distance education. He was associated with Arab Open University Saudi Arabia Branch for three years as a faculty member in Business Administration. In his parent institution IGNOU (India), he is Assistant Director, looking after academic management and student support services with aspects in open and distance learning. He has co-edited teaching case books and contributed articles in standard national and international journals, as well as presented papers in national and international conferences. Dr. Tripathi is a member of review committees for numerous international conferences and journals. His current research interests include academic program life cycle (APLC) and educational marketing.
Siran Mukerji is Jawaharlal Nehru scholar for her doctorate in HRD and also has master’s degree in distance education and public administration. She has been International Research Fellow of Open University Business School (2009) at Open University (UK). She was associated with Arab Open University Saudi Arabia Branch for three years as a faculty member in Business Administration. She has co-edited teaching case books and contributed articles in standard national and international journals and also presented papers in national and international conferences. Dr. Mukerji is a member of review committees for numerous international conferences and journals. Her current research interests include performance management and HRM in open and distance learning institutions. In her parent institution IGNOU (India) she is Assistant Director.