International Journal of Technology-Enabled Student Support Services (IJTESSS)

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The International Journal of Technology-Enabled Student Support Services (IJTESSS) presents, analyzes, shares, and collaborates ideas, experiences, research studies, and cases on the advancements, innovations, and implementations of technology in student support services covering the entire gamut of education ranging from formal learning to informal learning, including childhood education, tertiary education, vocational education, open and distance education, and skill development and competency enhancement. Targeting educational planners, administrators, researchers, educational technologists, educational specialists, and marketing educators, IJTESSS attempts to create a networked approach of synergy between technology and student support services and its management for sustainable educational development and competency enhancement. In addition to full-length research papers, this journal publishes insightful books reviews and case studies on educational institutions and their techno-management initiatives for the management and administration of support services for students at all levels/stages of education.

Topics Covered:
- Academic program life cycle management and Student Support
- Advertising and promotion of academic programs and Student Support Services
- Digital Support Services and Education
- Education product management
- Educational and allied services marketing
- Educational branding
- Educational institution corporate identity
- Educational partnership management
- Educational product management & differentiation
- Educational services and its marketing
- Ethical issues in the Student Support Services
- Globalization and Student Support
- Innovations in technology for Student Support
- Integrated Virtual learning Environment and Support Services
- Interactive technologies for marketing of Support Services
- International partnership and franchising
- Management of technology and marketing-led change in education
- Market segmentation and Education Support
- Network marketing of educational institutions
- Online Learning and Student Support
- Open and Distance Learning Support Services
- Quality assurance in educational programs and support services
- Quality, gaps analysis, and Grievance Redressal in institutional support services
- Role of technology in promotional mix and education
- Skill Development and Competency Enhancement Support and Services
- Societal marketing and educational Support
- Student as customers and institutions as corporate houses
- Student Life Cycle Management
- Student Recruitment, Development, Retention and Assessment
- Student Support towards sustainable educational development
- Students Relationship Management
- Support Services for International Students
- Technology and Support Services for In Campus and Off Campus Students
- Technology driven Support Services for Learners with Special Needs
- Technology enhanced Educational Partnership
- Technology for transnational partnership and collaboration in education
- Technology in educational program development
- Technology in services marketing of education
- Trademark of academic programs and Support Services
- Transnational strategies for Student Support Services
- Virtual Student Support Administration
- Vocational Education and Student Support
- Vocational Education and Support Services
- Vocational Education and Support Services for In Campus
- Vocational Education and Support Services for Off Campus
- Vocational Education and Support Services for International Students

SUBMISSION INFORMATION

Prospective authors should note that only original and previously unpublished articles will be considered. Interested authors must consult the journal's guidelines for manuscript submissions at www.igi-global.com/publish/resources prior to submission. All article submissions will be forwarded to the Editorial Review Board for double-blind, peer review.

All submissions and inquiries should be directed to the attention of:
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www.igi-global.com/submission/submit-manuscript/