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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.

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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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