

*International Journal of*

# Technology Marketing

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# Scope of the Journal

ISSN: 1741-878X (Print), ISSN: 1741-8798 (Online)

*IJTMkt proposes and fosters discussion on the advancement of marketing practice and theory, with emphasis on technology and technology intensive products. This perspective acknowledges the complexity and importance of linking technology and marketing issues, as well as the necessity of innovatively marketing technology and technology intensive products.*

## Contents:

IJTMkt publishes original papers, theory-based empirical papers, review papers, in-depth case studies, conference reports, notes, and commentaries. Special issues devoted to important topics in Technology Management, Marketing Strategies and Practices, and related topics will be published occasionally. Contribution may be by submission or invitation, and suggestions for special issues and publications are welcome.

## Topics covered include:

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- Marketing management
- Communication, esp. in technology based companies
- Technology features, user acceptance, established/new business models
- Marketing in large corporations, SMEs, high-tech/standard industries
- Marketing for universities, public research laboratories
- International comparisons, benchmarking
- Licensing, franchising, strategic cooperation/alliances, branding
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