

NEW TITLE

International Journal of

Technology Marketing

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Scope of the Journal

The 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 product.

Subject coverage:

The coverage of IJTMkt includes, but is not limited to, the following subjects:

Strategies, practices and toolkits for technology marketing

- Marketing considerations for technology and technology-intensive products
- Network marketing for technology and technology-intensive products
- Online marketing for technology and technology-intensive products
- Collaborative marketing for technology and technology-intensive products
- Direct marketing for technology and technology-intensive products
- Database marketing for technology and technology-intensive products
- Licensing for technology and technology-intensive products
- Franchising for technology and technology-intensive products
- Strategic cooperation/alliance for technology and technology-intensive products
- Branding for technology and technology-intensive products

Technology marketing management

- Technology and marketing
- History of technology marketing
- Patent and technology marketing
- Entrepreneurship and technology marketing
- Corporate innovation restructuring and technology marketing
- Government policy and technology marketing
- University-industry linkage and technology marketing
- Venture capital and technology marketing
- New business incubators and technology marketing
- Technology parks and technology marketing
- Enterprise support systems and technology marketing
- Business ethics and technology marketing
- Technology evaluation and technology marketing
- Benchmarking technology marketing
- Organisation behaviour and organisation theory in technology marketing

- Information and telecommunication technology and technology marketing
- Consumer behaviour and technology marketing
- Pricing and technology marketing
- Knowledge management and technology marketing
- Social and cultural difference and technology marketing

Technology marketing in action

- Technology marketing based on technology features
- Technology marketing based on users' acceptance
- Technology marketing based on enterprise's established business model
- Technology marketing based on enterprise's new business model
- Technology marketing in large corporations
- Technology marketing in small and medium sized enterprises (SMEs)
- Technology marketing in high-tech industries
- Technology marketing in standard industries
- Technology marketing in developing countries
- Technology marketing in developed countries
- Technology marketing for universities
- Technology marketing for public research laboratories
- International comparison in technology marketing



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What the experts say about IJTMkt

As the role of technology in our personal and professional lives continues to evolve - becoming more multi-layered and complex - the marketing of that technology must evolve as well. This journal represents an important step in charting that evolution. It can be a valuable tool for understand the dimensions of the marketing-technology relationship, and discovering new facets in both technology and marketing areas.

Stacey Barlow Hills, Assistant Professor of Marketing, College of Business, Utah State University

Many years ago the innovation was an 'in-house issue'. Today things are quite different. The great development of scientific and applied knowledge makes feasible many technical solutions; the innovative processes emerge from convergences and interactions between different technologies and operators. So, the innovation is 'a matter of relationships'. The design of new functions or services by means of technology may be faced not inside R&D laboratories, but preliminary by analysing the market of technology. Creating, organizing, and making operative the markets of technology requires appropriate tools; as well as facilitating market transactions. To the tuning of theories and marketing techniques to this aim, this international Journal is devoted.

Prof. Giorgio Gottardi, Facoltà di Ingegneria, Università di Padova, Dipartimento di Tecnica e Gestione dei Sistemi Industriali

Technology and marketing issues are germane to any industry, product or service. The challenge for academics and practitioners is to understand and cope with the high levels of technology, market and competitive uncertainty to ensure commercial success. IJMkt provides a unique platform where new ideas and generalisations can be discussed to provide useful guidelines for scholars and business executives to deal with such challenges.

Sanjit Sengupta Ph.D., Chair and Professor, Marketing Department, San Francisco State University

IJTMkt aims at fostering multidisciplinary study to integrate information technology and marketing. It focuses on the study of the impact information technology has on the basics of marketing mix, effective marketing decisions and efficient marketing strategies. Applications, innovations, and future directions to associate information technology and marketing are essential to the success of any organizations and/or businesses.

David C. Yen, Chair and Professor, DSC& MIS, Miami University

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What the experts say about IJTMkt

(cont)

By encouraging debate and by researching and exploring key aspects of the technology marketing process, the IJTMkt will be a good route for the development of understanding and the process of knowledge building across business-technology divides. This is a key issue and one which is not addressed by existing journals. In a world characterised by change, the decisions that business managers make about technology can make or break that organisation. Responding to the challenge of global competition or local infrastructure via technology may enable a company to retain or grow their business profile - or to lose it.

Lynn Martin, Manager of Organisational Learning Research and Development Initiatives, Business School, University of Central England

Peter Drucker mentioned that business has only two basic functions: Marketing and Innovation. Marketing and Innovation produce results. All the rest are costs. In the similar vein, we can say that business has two critical functions: Marketing and Technology. All the generic strategies and the sustainable competitive advantages are related to at least one of them. IJTMkt is one of the first journals to creatively and harmoniously integrate them and is wellsprings of knowledge.

Jongbae Kim, Associate Professor, School of Management, Dankook University, Korea

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