Volume 16, 2017

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- provide those who submit manuscripts for publication with useful, timely feedback by making the review process constructive,
- be for the reader the most authoritative journal on IT education, and
- acknowledge and embrace the diversity of teaching and learning models in use around the world.

JITE is an academically peer reviewed journal. All submissions are blind refereed by three or more peers. JITE is published in print by subscription and its articles also appear online free of charge on the web site http://JiteResearch.org

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ISSN: online 1539-3585; print 1547-9714
ISBN: 978-1-68110-020-3
Published by the Informing Science Institute
131 Brookhill Ct., Santa Rosa, California USA
phone: +1-707-537-2211; fax: +1-815-301-6785
http://informingscience.org
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