



Journal of Information Technology Education: Research

An Official Publication
of the Informing Science Institute
InformingScience.org

JITEResearch.org

Volume 22, 2023

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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.

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ISSN: online 1539-3585

**Published by the Informing Science Institute
131 Brookhill Ct., Santa Rosa, California USA
phone: +1-707-537-2211
<http://informingscience.org>**

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