



Editorial

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Welcome to the first issue of IJTIME – International Journal of Technology and Innovation Management Education.

We are excited and energized by launching this journal. We believe that it can play an important role developing professionals for a world that is increasingly dependent on technology and innovation to create value and to attain sustained growth and profitability.

The key aim for this journal is to become a forum for the development and sharing of best practices in technology and innovation management education. Our overall concern is to identify the most appropriate knowledge, research, analytical findings and best practices from the practitioner's world and help incorporate it into a diverse range of relevant educational undertakings. We hope to accomplish this by publishing articles on educational approaches, case studies, useful educational material, course descriptions, and other relevant educational information.

Clearly, our domain encompasses the business world. There are many institutions with thriving Management of Technology Programs, as well as courses, modules and “tracks” devoted in some important fashion to technology and innovation management. In addition, at such institutions, there are a number of non-degree and shorter programs focused on broadly defined technology management. But our constituency extends beyond the business school world to include other important educational venues. In particular, increasingly corporations are launching educational endeavors tailored to their own needs and goals. Many of such corporate undertakings take place under name of “corporate universities”, where a tremendous amount of educational innovation is taking place.

The scope of this journal, though focused on technology and innovation management education, is quite broad. Successful innovation requires much more than technology *per se*. In this new journal, we plan to explore how education in such fields as marketing, general management, human resources, and economics can enhance professional effectiveness in innovation. The broad field of innovation itself involves many diverse venues, such as the large corporation, smaller startup enterprises and governmental programs and projects. Each

environment may require somewhat different forms of managerial behavior to attain success. Thus, education must be varied depending on the context. Similarly, sectoral venues differ. Innovation is vital in stereotypical high-tech settings, like information technology, bio-pharma, aerospace, etc.—which are themselves highly diverse. Innovation is also essential in the user community, e.g. retailing, transportation, etc., and increasingly in the services arena, e.g. financial services and professional services, as well as the public sectors and not-for profit sectors. This journal will cover all such settings.

Our scope is global. There are clusters of excellence with regard to technology and innovation management throughout the world, from acknowledged high-tech regions in North America and Europe, to parts of Eastern Europe and Asia. Therefore, demand for effective technology and innovation management is rising practically everywhere. We want to serve colleagues across the globe.

One last comment. The original name of the journal was IJTMIE. The juxtaposition of the “M”, to IJTIME is highly significant. We believe the burgeoning discipline of innovation management is in its early phase, just as the discipline of strategy was two decades ago. In strategy, practitioners soon realized that without solid empirical content pertaining to strategy *management*, the loveliest of strategic plans would be of no value. The same is true of innovation. Without expert innovation *management*, the most innovative of companies will fail. Hence, we shifted the noun “management” from “technology” to “innovation”. Increasingly, technology management is itself innovation management.

How will we know if this journal meets a real need, or simply fills a much-needed gap? We will know, if educators and practitioners alike tell us that they look to forward to working with us in sharing what they find and for us to receive their suggestions on how to make this journal even more useful.