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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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JITE: Research Volume 23, 2024 - Table of Contents (published as of April 27, 2024)

ARTICLE #

Effectiveness of Flipped Learning and Teaching: Knowledge Retention and Students' Perceptions Romina Plešec Gasparič, Marko Glavan, Mojca Žveglič Mihelič,	
Milena Valenčič Zuljan	001
Potentials of ChatGPT in Computer Programming: Insights from Programming Instructors Anas Jebreen Atyeh Husain	002
Charting Blended Learning in the Social Media Age: A Bibliometric Perspective and Pathways for Future Development Alrence S Halibas, Mai Do Thi Hoang	
Exploring Students' and Faculty's Knowledge, Attitudes, and Perceptions Towards ChatGPT: A Cross-Sectional Empirical Study Faouzi Kamoun, Walid El Ayeb, Ibtissem Jabri, Sami Sifi, Farkhund Iqbal	
Sustainable Learning Environment Amidst the Pandemic: An Adoption of Mobile Learning Readiness Among Undergraduate Students in Malaysia's Higher Institutions Md Kassim Normalini, Zhu Fei, Wan Normila Mohamad, Mohamad Saifudin Mohamad Saleh	005
Computer-Assisted Career Guidance Tools for Students' Career Path Planning: A Review on Enabling Technologies and Applications	
G.A.C.A. Herath, B.T.G.S. Kumara, R.M.K.T. Rathnayaka, U.A.P. Ishanka	006
Researching Influences of Learner Experience on AR/VR Adoption - The Case of Vietnamese Universities	
Trinh Le Tan, Hoai Thu Thi Nguyen, Nguyen Chau Ngoc Khanh, Thanh Hien Thi Le,	007
Uyen Truong Hoang Vo	UU /
Learned Lessons and New Normal in Education After the Covid-19 Pandemic From Saudi K-12 Teachers' Perspectives	
Fahad Alenezi	008