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Editorial

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Editorial

It gives me great pleasure to introduce you to this, the third edition of the ITB Journal, the academic journal of the Institute of Technology Blanchardstown. It uniquely offers the opportunity for the members of ITB, visitors and guest contributors to publish an article on their research in a multidisciplinary journal. The hope is that by offering the chance to bring their work out of their specialised area into a wider forum, they will share their work with the broader community at ITB and other academic institutions.

In this issue we have again have papers treating a wide range of subject matter. Maura O Connell examines aspects of Market Orientation and the Implementation of the Marketing Concept. Ann Murphy of DIT and David Murphy of ITB explore, in a joint paper, the very topical and important subject of the Role of Cryptography in Security for Electronic Commerce. Brian Nolan undertakes a linguistic analysis of the passive constructions in modern Irish and finds that an event based perspective sensitive to prototypicality provides a means of delivering a unifying these constructions. An interesting paper by Ruth Harris offers an evaluation of CAN8 as a Computer Assisted Language Learning tool in the context of current research.

We hope that you enjoy the papers in this edition of the ITB Journal.

Brian Nolan

Editor

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