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Call for Papers

The International Management Review (IMR) journal invites the submission of papers for publication consideration for coming issues in spring and fall 2026. IMR publishes both empirical and conceptual papers. Articles in IMR address emerging trends and concerns in the areas of

- Management Science and Engineering
- Accounting
- Finance
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- Information Technology
- Business Education
- Business Distance Learning
- Business Law
- Marketing
- Operations Management
- Management Information Systems
- Quality Management
- International Business/Trade
- Human Resource Management
- Project Management
- Management of Technology
- Public Administration
- Strategic Management
- Entrepreneurship
- Health Care Management
- e-Business
- Other topics approved by editor

The goal of IMR is to facilitate management knowledge exchange among researchers and practitioners. IMR also publishes scholarly research.

Manuscripts: The journal accepts unsolicited manuscripts. All articles are blind peer-reviewed. The journal reserves the right to make all decisions regarding the acceptance or rejection of an article for publication. All editing decisions reside with the journal's editorial board.

Submission: Manuscripts must comply with the journal's specified format and style and must be submitted in Microsoft Word. You can submit through website <https://www.americanscholarspress.us>; www.imrjournal.org and or email your manuscript to lsunlinda@gmail.com with a letter indicating the appropriate track for your paper.

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Editor's Word

The present issue brings together a set of scholarly contributions that illuminate the evolving dynamics of management in an era defined by digital transformation, organizational diversity, and regional development. While each article addresses a distinct problem domain, collectively they underscore the role of innovation—technological, conceptual, and human—in shaping managerial practices and outcomes.

The first two studies direct attention to the increasing significance of *artificial intelligence (AI)* in both consumer and organizational contexts. The article on AI-driven product presentations demonstrates how personalized visualizations influence purchase intentions across categories, offering evidence for the strategic importance of tailoring digital marketing. In parallel, the examination of IT managers' adoption of AI through the *UTAUT2 framework* highlights the interplay of performance expectations, effort, social influence, and habit in shaping managerial intentions. Together, these contributions illustrate the duality of AI as both a consumer-facing tool and a managerial decision catalyst.

A subsequent contribution shift focuses on the domain of *financial literacy in higher education*, employing a dynamic data visualization dashboard to explore students' financial perceptions and behavioral patterns. By uncovering trends and explanatory drivers, the study offers practical guidance for designing targeted educational resources that better prepare students for financial independence.

The issue then introduces a conceptual and cross-disciplinary perspective through "*Fractal Applications and Generation: A Concise Descriptive Exploration*." By outlining the mathematical foundations and practical generation of fractals, the article illustrates their potential as a methodological lens for interpreting complexity and self-similarity across organizational, economic, and socio-technical systems. Its wide-ranging survey of applications—from computer science to social thought—expands the theoretical toolkit available to management researchers and points to fertile directions for empirical inquiry.

Attention is next directed to *gender diversity in STEM organizations*, a persistent challenge despite decades of women's participation in the workforce. Drawing on a Delphi study of industry experts, this article identifies actionable strategies to enhance representation and equity in STEM management, with implications for organizational performance and societal progress.

The regional dimension of management is addressed in the study of *tourism and hospitality development in Arunachal Pradesh's Bomdila–Tawang circuit*, where regression and causality analyses reveal the sector's contributions to economic growth and cultural preservation. The findings offer insights not only for regional policymakers but also for the broader discourse on tourism as a drive of sustainable development.

Taken together, the contributions in this issue reflect the interdisciplinary breadth of contemporary management research—ranging from AI and consumer engagement to gender equity, from fractal conceptualizations to sustainable tourism development. It is our hope that these articles will inspire continued inquiry and provide meaningful insights for scholars, practitioners, and policymakers navigating the complexities of the management field.

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