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It is our privilege to introduce the International Journal of Management Analytics (IJMA), a platform dedicated to exploring the transformative role of data-driven decision-making in modern management. As organizations increasingly rely on analytics to navigate the complexities of global markets, the need for rigorous research and innovative methodologies in management analytics has become indispensable.

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We extend our heartfelt gratitude to the authors, reviewers, and editorial board members whose dedication and expertise ensure the excellence of this publication. Their contributions are instrumental in making IJMA a valuable resource for the global management and analytics community.

We hope that the International Journal of Management Analytics will serve as a source of inspiration and innovation, paving the way for impactful research and practical applications in the ever-evolving field of management analytics.

Happy Reading

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