

Preface

It is our great pleasure to present **Volume 13 (2025)** of the *Journal of Management and Humanity Research (JMHR)*. This volume brings together a collection of scholarly articles that reflect the dynamic intersection of management, technology, law, education, and human behavior in the contemporary digital era. The contributions included in this volume demonstrate the increasing importance of interdisciplinary research in addressing complex societal, educational, administrative, and technological challenges.

A major theme that runs through this volume is digital transformation and intelligent systems in education and management. The papers on accounting education and big data intelligent marketing focus on curriculum reform, teaching models, and course cluster optimization in response to the rapid development of big data, artificial intelligence, and digital technologies. These studies emphasize the importance of integrating professional education with innovation, entrepreneurship, and intelligent technologies, as well as aligning academic programs with industry competency requirements. Together, these works provide valuable frameworks for modernizing higher education and preparing students for data-driven and technology-oriented professional environments.

Another important theme in this volume is the interaction between technology, law, and governance. The paper on automated administration examines the legal attributes and legislative challenges associated with algorithm-driven administrative decision-making. As governments increasingly adopt automated systems and artificial intelligence in public administration, the need for appropriate legal frameworks becomes essential. This study contributes to the ongoing discussion on balancing administrative efficiency with legal accountability, procedural fairness, and the protection of individual rights.

The volume also highlights the growing role of artificial intelligence and consumer behavior research. The study on emotion-aware AI chatbots explores how emotional intelligence in AI systems influences consumer engagement and purchase intention, providing new insights into human–AI interaction and digital marketing strategies. Similarly, the research on autonomous vehicle commercialization proposes a user-centric marketing framework and introduces the concept of User–Technology Fit, emphasizing the role of psychological readiness and perceived compatibility in technology adoption, particularly in emerging markets.

Taken together, the papers published in this volume reflect the broader transformation taking place in management and social science research, where technological innovation, human behavior, legal systems, and educational practices are becoming increasingly interconnected. The contributions in this volume not only advance theoretical understanding but also provide practical implications for educators, policymakers, administrators, and industry practitioners.

We hope that the research presented in this volume will contribute to the advancement of knowledge in management and humanity research and will inspire further interdisciplinary research in areas related to digital transformation, artificial intelligence, governance, education, and human-centered technology adoption.

We would like to express our sincere appreciation to all the authors for their valuable contributions, the reviewers for their careful evaluation and constructive suggestions, and the editorial team for their dedicated efforts in bringing out this volume successfully.

Editor

Journal of Management and Humanity Research (JMHR)

Volume 13, 2025