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Title: Driving Business Growth through Adaptive Leadership, Open Innovation, and Market Sensing: The Role of Purple Ocean Strategy in IT Solution Business

To: Sukachai Penpokai

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Thank you for your interest in publishing it in International Review of Management and Marketing. I am pleased to confirm that your paper “**Driving Business Growth through Adaptive Leadership, Open Innovation, and Market Sensing: The Role of Purple Ocean Strategy in IT Solution Business**” has been accepted for publication in our journal. Your paper has been scheduled for publication in Vol 17, No 1, 2027 issue.

With kind regards,

Editor, International Review of Management and Marketing (IRMM)

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