EDITORIAL

The *Journal of Management* is a peer-reviewed applied sciences journal published by the Lithuania Business College. Since its establishment in 2002, the journal has continuously contributed to the dissemination of scholarly research in the fields of management, economics, and related social sciences. Over the years, it has developed an increasingly international profile, bringing together researchers from Lithuania and other countries. The current issue, Volume 42, continues this tradition by presenting research addressing contemporary challenges in management, organizational governance, digital transformation, sustainability, and the changing nature of work.The authors represent a diverse range of academic institutions in Lithuania and abroad, including Lithuania Business College, Klaipeda University, Kaunas University of Technology, Vilnius Business College and others, as well as Petro Mohyla Black Sea National University (Ukraine), Lviv Polytechnic National University (Ukraine), Uzhhorod National University (Ukraine), among others.

The Editorial Board seeks to ensure that the journal provides a platform for research that combines academic rigor with relevance to current organizational and societal challenges. Particular attention is given to transformations taking place in management practices, technological environments, labor markets, and organizational systems. The articles included in this issue reflect these priorities and demonstrate the interdisciplinary character of contemporary management research.

The article, authored by Rasa Žilienė, examines project management fragmentation in contemporary hybrid project environments. The study addresses the growing heterogeneity created by specialized digital platforms, decentralized teams, hybrid project-management methods, and multi-level governance arrangements. Based on an exploratory qualitative survey of experienced project-management professionals, the research identifies five dimensions of project management fragmentation: tool and system fragmentation, data and information fragmentation, methodological fragmentation, knowledge fragmentation, and governance and decision-right fragmentation. Coordination-related costs emerge as the most frequently reported consequence, while decision latency and rework are also identified as important downstream effects. The study proposes a Project Integration Governance framework based on information, technological, methodological, knowledge, and governance integration. An important contribution is the principle of Minimum Viable Standardization, according to which organizations should standardize the interfaces necessary for organizational coherence while preserving flexibility in team-level practices and specialized tools.

The article, by Gabija Skučaitė, focuses on AI-mediated platform work and the question of meaningfulness under algorithmic management. The conceptual study examines how artificial intelligence, platform-level control, and governance arrangements may shape the meaning workers attribute to particular work episodes. Drawing on research on gig work, algorithmic management, task-based labour economics, and meaningful work, the article distinguishes between AI substitution and augmentation at the task level and control intensification at the platform level. The proposed framework identifies four pathways through which meaningfulness may be experienced—individuation, self-connection, contribution, and unification—and outlines governance arrangements that may preserve or expand workers' opportunities to experience meaningful work. These include rule intelligibility, credible human contestability, worker voice, capability development, and relational infrastructure. The study provides a conceptual basis for future empirical investigation of meaningfulness in AI-mediated platform-work environments.

The article, authored by Olena Bochko, Nadiia Marushko, Olga Maletska, Orysya Voloshyn, and Olena Zarichna, examines digitalization, sustainable development, and marketing through the lens of scientometric analysis. Using data from the Scopus database and VOSviewer software, the study analyzes publication activity, thematic structures, and scientific collaboration networks in this interdisciplinary field. The analysis covers a substantial body of 3,657 publications and

demonstrates the rapid growth of scholarly interest, particularly after 2020. Several major thematic clusters are identified, including digital marketing and commerce; tourism and the performance of small and medium-sized enterprises; data analytics and machine learning; consumer behavior and supply chains; and trust, consumption psychology, and ESG-related issues. The findings also reveal an uneven and clustered structure of international and institutional scientific collaboration. The study provides benchmarks for understanding the evolution and current structure of research connecting marketing, digitalization, and sustainable development, particularly in the context of the global Sustainable Development Goals.

Taken together, the articles in this issue demonstrate how contemporary management research is increasingly shaped by technological transformation, organizational complexity, changing forms of work, and sustainability-related challenges. They illustrate the importance of integration—not only between technologies and organizational processes, but also between governance mechanisms, human experience, knowledge, and broader societal objectives.

The issue also highlights the growing importance of understanding management beyond traditional organizational boundaries. Hybrid project environments require new approaches to coordination and governance; AI-mediated work raises fundamental questions about human agency and meaningfulness; and the intersection of digitalization, marketing, and sustainability demonstrates how technological and economic transformations influence the development of scientific knowledge itself.

Through the publication of research addressing these emerging issues, the *Journal of Management* seeks to contribute to both academic discussion and managerial practice. We believe that the studies presented in this issue will be relevant to researchers, managers, policy makers, and other professionals interested in the transformation of contemporary organizations and management systems.

On behalf of the Editorial Board, we warmly invite researchers to continue submitting their original research, sharing theoretical and methodological insights, and engaging in international academic collaboration. Through such cooperation, the journal aims to support the development of management science and to promote research that responds meaningfully to the challenges of contemporary organizations and society.

As it is not possible to review all contributions in this Editorial, we encourage readers to explore the full range of studies presented in this issue. We hope that the published research will stimulate further discussion, inspire new research directions, and contribute to the continuing development of management and related social sciences.

Prof. Dr. (H/P) Valentinas Navickas, Editor-in-Chief