Mediating Role of Immersive Technology Acceptance for User Motivation Factors and Interior Design Management Development: Suggested Conceptual framework.

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- **Abstract:** The rapid technology development invaded most of the industries. The interior design industry paid less attention in coping up the latest technology. This study provides a suggested conceptual framework that helps interior design industry understanding factors that lead to the acceptance of immersive technology acceptance, which will lead to the development of interior design management. The conceptual framework establishment built base on the technology acceptance model, besides the relevant previous studies to the technology acceptance and adoption by the interior design industry.
- **Keywords:** Rapid technology, interior design industry