

EDITORIAL

The MSNIM MANAGEMENT REVIEW (MMR) is a research journal published biannually by the Manel Srinivas Nayak Institute of Management. It is published in January and July each year and serves as a platform for promoting scientific and analytical thinking across various management domains, including Human Resource Management, Marketing Management, Financial Management, Organizational Behavior, International Business, Knowledge Management, and Environmental Management.

The journal's target audience includes academicians, research scholars, corporate professionals, and practitioners. MMR's core objectives revolve around the dissemination of knowledge and the advancement of professional management practices. The articles featured in the journal focus on research and reflections that are pertinent to both academics and managers. MMR aims to have a broad readership within India and a discernible international subscriber base.

The second issue of Volume 1 of MMR comprises six research papers, each delving into different aspects of business management. The article authored by Dr. Lekha Shree S. and Mr. Arun Samuel examines the influence of technological factors on digital transformation within the retail supply chain. Ms. Sandhya Bhandary S. and Dr. Anjali Ganesh analyze the role of fintech in the "buy now, pay later" credit scheme in their article, shedding light on the functioning of fintechs and their impact on individuals. Authors Divya R. Patel and Jimmy M. Kapadia explore the advantages of calendar anomalies for investors in their research paper. Furthermore, Dr. Maria Fatima De Souza and Ms. Mukta Milinda Sinai Cuncolienar present a comprehensive case study on the Unified Payment Interface (UPI) and its role in revolutionizing finance in the state of Goa. The research paper 'Role of Youth in Agricultural Sector' by Dr. Ravisha B and Divya M.S studies the challenges faced by the Indian agricultural sector and declining interest among the younger generation in pursuing farming as a career.

The case study 'Can Pineapple Skins Be As Good As Soaps? A Vietnamese Company Case Study' by K Arpitha Nayak, Dr. Shilpi Saha, and Shawn Yakshith Shiri gives the inside story of a start-up.

The book 'The Strategic Knowledge Management Handbook – Driving Business Results by Making Tacit Knowledge Explicit' by Arun Hariharan, reviewed by Dr. Molly S Chaudhuri, gives an insight about various concepts related to KM. The book is written for CEOs and

senior management to help them understand how to use KM to achieve their business objectives with real time examples.

We thank all the contributors of this issue

Chief Editors

Dr. Molly S Chaudhuri & Mrs.Ashalatha