

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 First issue of Volume 2 of MMR comprises Six research papers, each delving into different aspects of business management. "Transformative Potential of Artificial Intelligence in Green Marketing" by Anitta P. John and Dr. Shilu Varghese explores how AI can enhance sustainability and efficiency in marketing practices. Clyde Canarapen's "Navigating The Data Deluge: Empowering Decision-Making with AI Adoption" highlights the critical role of AI in processing large datasets to support informed decision-making. "Ethical Considerations in the Integration of Artificial Intelligence in Accounting: A Comprehensive Review and Framework" by Piyush H. Rana addresses the ethical challenges and proposes a framework for responsible AI use in accounting. MS. Mamatha Varier, Ms. Noonu Mary Jose, and Ms. Reny Raphael's article "Adoption of Artificial Intelligence in the Post-COVID New Normal and Role of New Technologies in Education: A Literature Review" examines the rapid adoption of AI in education following the COVID-19 pandemic. "Adoption of Artificial Intelligence in the Tourism Industry: A Comprehensive Review" by Dr. Shilu Varghese, Ms. Anitta P. John, and Dr. Jyothi Pradhan discusses how AI is transforming the tourism sector by enhancing customer experiences and operational efficiencies. Srinidhi Vasan's "Enhancing Real-Time Payment Systems: AI Solutions for Security, Efficiency, and User Experience" explores the application of AI in improving the security, efficiency, and user experience of digital payment systems.

Data Science for Business – What You Need to Know About Data Mining and Data-Analytic Thinking by Foster Provost & Tom Fawcett reviewed by Girish Pai B review praises "Data

Science for Business as an essential guide for understanding data mining and analytic thinking, crucial for both novices and professionals in data science.

We thank all the contributors of this issue

Chief Editors

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