<u>EDITORIAL</u>

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 2 of MMR comprises Six research papers, each delving into different aspects of business management. The study on "AI in Management" by Chaithra M S and Ankitha Rashminath explores how AI is transforming managerial practices, enhancing decision-making processes, and driving operational efficiencies, The study "Artificial Intelligence in Indian Banking Sector: An Overview" by Radhika K G and Shriraksha R provides an in-depth look at how AI is revolutionizing banking in India, enhancing customer service, risk management, and operational efficiency. The study "Adoption of Artificial Intelligence in Education: Future Skills and Research Innovation" by Dr. Charu Bisaria explores how AI is reshaping education by enhancing learning experiences, personalizing education, and fostering innovation. The study "Implementation of AI in Indian Manufacturing Companies: An Overview" by Dr. Parameshwara and Nuthana examines how AI is transforming the manufacturing sector in India, improving efficiency, productivity, and innovation. The study "Transforming Retail and E-commerce with AI: A Conceptual Analysis" by Pavithra R explores how AI is revolutionizing the retail and e-commerce sectors by enhancing customer experiences, optimizing supply chains, and driving sales. The study "Integrating Artificial Intelligence in Mental Health Practice: A Perception of Mental Health Professionals" by Gokul G and Dr. Prakasha Amin examines how AI is being incorporated into mental health care, focusing on the perspectives of professionals in the field., In "Python Programming – Beginner to Pro,"

Michael Urban and Joel Murach offer a comprehensive and accessible guide, ideal for learners at any stage, that transforms Python novices into proficient developers through clear explanations and practical exercises. Book reviewed by Girish Pai B

Chief Editors
Dr. Molly S Chaudhuri & Dr. Shilpi Saha