

The MSNIM Management Review (MMR), the biannual research journal of Manel Srinivas Nayak Institute of Management. As part of our ongoing mission to foster a culture of rigorous academic inquiry and practical insights in the field of management, this issue brings together a compelling collection of articles that reflect emerging trends and critical reflections across various domains.

The articles in this issue examine diverse themes, from the integration of blockchain and tokenization into financial systems to the nuanced behavior of Gen Z consumers in response to sustainable marketing and evolving payment models. Contributions such as "Establishing Trust in Blockchain and Tokenization: A Strategic Framework for Sustainable Financial Integration" and "Green Marketing and Its Influence on Consumer Behavior: A Systematic Literature Review" are timely and provide valuable perspectives for both scholars and industry professionals navigating the fast-evolving digital and sustainability landscapes.

We also explore consumer trust, transparency, and behavioral finance through studies like "Consumer Trust and Brand Transparency in Sustainable Business", "A Study on the Impact of Buy-Now, Pay-Later Payment Models on Consumer Spending Behaviour", and "Study on the Determinants of Gen Z Saving Behavior". A notable inclusion is the region-specific research titled "Greening the Future: How Sustainable Marketing Shapes Gen Z's Buying Decisions with Special Reference to Manipal City", which adds a local context to global concerns.

The book "The Power of Your Subconscious Mind" by Dr. Joseph Murphy, reviewed by Divya Achar gives an insight about how subconscious mind, when directed rightly, becomes a tool for achieving health, prosperity, harmony and personal success.

Each article has been selected for its academic merit, practical relevance, and contribution to the field of management. We extend our sincere appreciation to the authors for their scholarly work and to the reviewers for their meticulous evaluation and feedback.

We hope this issue provides rich insights and sparks further inquiry among academicians, research scholars, and professionals alike. As we move forward, MSNIM Management Review remains committed to its goal of disseminating quality research and promoting knowledge exchange in the broader management community.

Chief Editors

Dr. Molly S Chaudhuri & Dr. Shilpi Saha