

EDITORIAL

It is with great pride that we present **Volume 4, Issue 1** of the MSNIM Management Review, the biannual research journal of **Manel Srinivas Nayak Institute of Management**. This issue continues our commitment to fostering academic rigor and practical relevance across key areas of management, economics, and sustainable development.

This edition features a diverse range of scholarly articles addressing some of the most pressing topics in the contemporary socio-economic landscape. The issue opens with *The Last Mile Gap: How Retail Unavailability Creates Phantom Demand and Amplifies the Bullwhip Effect*, offering valuable insights into retailer registering a lost sale and places compensatory orders with their distributor or the Last mile distortion. The issue also delves into sustainability and innovation through articles such as *The Paradox of Sustainability: Examining the Impact of AI-Powered Green Employability on Employee Well-being and Resource Consumption*, and *Emotional Intelligence and Sustainable Faculty Life Satisfaction: Implications for Diversity, Equity and Inclusion in Higher Education*.

Behavioral biases and sustainable finance are explored in *Exploring Behavioral Biases in Retail Investment Decisions: An Analytical Study of Investor Psychology*, and also *Exploring the Determinants of Green Bond Coupon Rates: The Role of Geography, Credit Rating, and Bond Tenor*; and *A Decade of Gender Quota Mandate in Indian Boardrooms: Effects on Financial and Sustainability Performance of Firms*. This issue also includes a thought-provoking Book Review on *A review on Blue Ocean Strategy: How to create Uncontested Market space and Make the Competition Irrelevant*.

Through these contributions, MSNIM Management Review continues to serve as a valuable platform for academicians, research scholars, and industry professionals to engage with emerging research themes and practical management insights. We thank all the contributing authors and our reviewers for their dedication and scholarly contributions. We are confident that the research presented in this issue will stimulate meaningful dialogue and inspire further academic and professional exploration.

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