

MSNIM Management Review

Volume 4 Number 2 July – December 2026

Contents

Article	
Redefining the Triple Bottom Line: A Conceptual Framework for Sustainable Business Performance Sherine Joseph Alappadan, Dr. Ginsa Roslet George Ms. Soumya Balasundaram	1-12
A Study on Ad Impact on Sustainability: Comparison of Instagram Ads vs. Traditional Advertising for Beauty Brands Anju Mathew	13- 18
From Compliance to Strategic Intelligence: How AI Maturity, Automation Readiness, and Digital Trust in AI Shape Decision Intelligence and Sustainable Business Performance Chintal Ketankumar Chokshi Dr Bhavna Parwani	19 -32
Econometric Analysis of Kisan Credit Card Efficiency in Gujarat Richa Makwana, Dr. Bhawna Parwani	33-44
Beyond User Experience: A Governance Framework for Experience Ecosystem in Multi-Stakeholder Digital Enterprises Dharini M. Nashikkar, Dr. Aparna D. Pathak, Dr. Vishwanath Karad	45-53
Technology-enabled circular economy: are young consumers ready for smart return and reuse systems? Dr. Mallika B. Shetty	54-67
Book Review- A Review On Decision Making & Problem Solving Strategies Sukesh Rao Pejavar	68-69