

EDITORIAL

We are delighted to present **Volume 4, Issue 2** of the *MSNIM Management Review*, the biannual research journal of **Manel Srinivas Nayak Institute of Management**. This issue reflects our continued commitment to promoting high-quality research and advancing knowledge in the fields of management, economics, and sustainable development through academically rigorous and practically relevant contributions.

In the paper titled “Redefining the Triple Bottom Line: A Conceptual Framework for Sustainable Business Performance”, organizations adopting to this triple bottom line (tbl) framework are better able to meet stakeholder expectations, improve their corporate reputation, and achieve sustainable growth in business. This is followed by “A Study on Ad Impact on Sustainability: Comparison of Instagram Ads Vs. Traditional Advertising for Beauty Brands” in which effectiveness of Instagram advertisements especially for beauty brands is discussed. The paper titled “From Compliance to Strategic Intelligence: How AI Maturity, Automation Readiness, and Digital Trust in AI Shape Decision Intelligence and Sustainable Business Performance” has examined how AI maturity, automation readiness, and digital trust in AI contribute to decision intelligence by drawing upon resource-based view and dynamic capability perspectives. There are few more interesting articles – “Econometric Analysis of Kisan Credit Card Efficiency in Gujarat” and “Beyond User Experience: A Governance Framework for Experience Ecosystem in Multi-Stakeholder Digital Enterprises”. This issue’s last article titled” Technology-enabled circular economy: are young consumers ready for smart return and reuse systems? It is an enriching experience to read all the articles in this issue.

Through these contributions, MSNIM Management Review continues to publish research articles that are of high interest in the society. We thank all the authors and editors for sharing their knowledge. We hope that the articles published in this issue will make the readers more curious in knowing about the ways of sustainability in any domain of life.

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