

## **EDITORIAL**

MSNIM MANAGEMENT REVIEW (MMR) is a biannual research journal of Manel Srinivas Nayak Institute of Management. It is published in January and July every year. MMR publishes articles with a aim of promoting scientific and analytical thinking on diverse management areas such as Human Resource Management, Marketing Management, Financial Management, Organizational Behaviour, International Business, Knowledge Management, and Environmental Management.

The Journal targets academicians, research scholars, corporate professionals, and practitioners. The objectives of the Journal are to disseminate knowledge and ensure the art of professional management .The articles of the Journal focus on research and reflections relevant to academicians and managers. The Journal aims at a PAN (Presence across Nation) India reach and a discernible international subscriber and readership base.

This debut issue features six research papers, each of which deals in different paradigm of business management.

The article “Leveraging Digital Approaches for Transparency in Corporate Social Responsibility”, authored by Swapna Shetty J, Dr Molly Sanjay Chaudhuri, and Dr Ankitha Shetty, examines the features of social responsibility, the most preferred term for social cause. The article also narrates the meaning of corporate social responsibility (CSR), and examines the preferred CSR communication method.

The article Poverty and Agricultural Innovation: A Systematic Literature Review by Selvananthan, Gopikrishna, and others evaluates the literature reviews on Agricultural Innovation and Poverty in a global context. They reviewed the articles by applying a systematic method.

Impact of Covid-19 on Digital Transformation, authored by Manju Yadav and Dr. Mehak Jonjua, discusses the factors that influenced people to embrace technology.

In article Digital Transformation in Provision of Audit Services: Lessons from Kenya, Charles Mwitari and Dr. Sharan Kumar Shetty critically review the impact of the pandemic on provision of audit services with reference to Kenya.

Aliyu Mohammed, and Dr. Shanmugam Sundararajan, in their paper ‘Emerging Trends of Business Transformation,’ argue that business transformation in all the facets bring sustained growth. Therefore organizations should make necessary adaptations for future growth.

‘A Study on Digitalisation of Gold Purchase and its Impact on Indigenous Gold Traders in Mangaluru City’ by Dr Catherine Nirmala explains the struggle of traditional goldsmiths in Mangaluru due to the digitalization of gold purchase and competitions from branded jewellery stores.

The book “How to win friends and influence people: the only book you need to lead you to success....’ reviewed by Ashalatha, highlight the approaches to handle the people the way you are thinking. The book also draws the principles for becoming a social person.

We thank all the contributors of this issue and hope our readers benefit from reading these articles and enrich themselves.

Chief Editors

Dr. Molly S Chaudhuri & Ashalatha

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