Journal of Social Science and Management Studies (*JSSMS)*
Vol. 2 No. 2 (2026)

TABLE OF CONTENTS

Article 1

Consumer Trust and Privacy Concerns in Digital Markets: Implications for Online Purchase Behavior 1

Krishnapriya K S

Article 2

Innovation Ecosystems and Their Role in Fostering Entrepreneurial Growth and Economic Development 9

P. Prabhusundhar

Article 3

Policy Frameworks for Sustainable Urban Development: Governance Challenges and Strategic Solutions 17

R.Shanthi