

Publications of Institutions 2025-26

Sl. No.	Name of Publication of Journals	Name of Editors / Authors	International / National Journal	ISSN Number	Frequency	Name of Publisher
1	GLJ 2026	Prof. (Dr.) Afzal Wani, Dr. Neelam Seam, Mr. Raghav Budakoti	National	2582-4627	Yearly	Gitarattan International Business School
2	JGIBS 2025	Prof. (Dr.) Kalpana Agrawal, Ms. Pushpa Prajapati, Dr. Kanchan Kumaro	National	0976-4925	Yearly	Gitarattan International Business School
3	Anusandhan 2025	Prof. (Dr.) Vikas Nath, Prof. (Dr.) Kalpana Agrawal, Ms. Bhawna Gambhir	National	2581-9968	Yearly	Gitarattan International Business School

GIBS LAW JOURNAL

Volume 8, Number-1

February 2026

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2. Dark Tourism in India: Ethical Concerns, Regulatory Challenges, and Community Perspectives
Dr. Anila V Menon
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4. The Precarious Workforce: Analyzing the Protection Gaps in India's Contract Labor Regime
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12. Regulating AI in Judicial Decision-Making: Implications for Labour Rights and Maternity Benefits in India
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PREFACE

It is with immense pride and pleasure that we present Volume 8 of the GIBS Law Journal, continuing our tradition of promoting rigorous legal scholarship and meaningful academic dialogue. This volume builds upon the strong foundation laid by previous editions and reflects the evolving contours of law in response to contemporary social, economic, technological, and global challenges. The journal once again serves as a platform for thoughtful engagement with legal theory, judicial developments, and practical legal concerns that are increasingly relevant in today's rapidly changing world.

Volume 8 brings together a diverse and enriching collection of research articles, authored by legal scholars and practitioners. Each contribution demonstrates a deep commitment to critical inquiry and scholarly excellence, offering fresh perspectives on emerging areas of law as well as nuanced analyses of established legal principles. This volume presents a diverse range of scholarly works addressing contemporary constitutional, socio-economic, and technological challenges. The papers critically examine issues of governance, gender justice, labour rights, and social inclusion, alongside emerging concerns relating to artificial intelligence, digitalisation, and sustainability. Collectively, the articles reflect an interdisciplinary and forward-looking approach to legal research, reinforcing the journal's commitment to academic rigor and societal relevance.

True to the vision of the GIBS Law Journal, this volume seeks to foster intellectual curiosity, encourage informed debate, and nurture emerging voices within the legal community. We believe that legal scholarship plays a vital role in shaping policy, influencing judicial thought, and strengthening the rule of law. By providing a forum for such scholarship, the journal aims to contribute meaningfully to academic discourse and societal progress.

We express our sincere gratitude to all contributors for their valuable research, dedication, and scholarly rigor. We are equally thankful to the Editorial Board and reviewers, whose meticulous efforts, academic integrity, and commitment to quality have ensured the high standards of this publication. Their collective work has been instrumental in bringing this volume to fruition.

Sincerely,

Editor

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PREFACE

In an era marked by rapid technological advancements, dynamic market structures, and evolving consumer behavior, interdisciplinary research has become essential to understand contemporary economic, business, and societal transformations. This research journal brings together a diverse yet interconnected collection of scholarly studies that collectively examine the shifting paradigms of finance, marketing, technology, consumer psychology, and institutional governance within the Indian context.

The papers assembled in this volume explore both macro- and micro-level developments shaping modern India's economic and business landscape. Several studies focus on the transformation of consumer markets driven by digitalization—ranging from consumer preferences toward Reliance Jio and evolving online versus offline shopping behaviors, to competitive dynamics in e-commerce and quick-commerce platforms. These works provide valuable insights into how technology-enabled convenience, pricing strategies, and psychological factors influence consumer decision-making, brand loyalty, and sales growth.

Another significant theme of this journal is financial performance and market analysis. Empirical and ratio-based studies examine sectors such as energy, automotive, and telecommunications, questioning whether market valuations align with underlying fundamentals and assessing strategic positioning amid intense competition. Complementing these analyses are studies on regulatory and institutional innovations, including e-invoicing and pilot project initiatives, which highlight India's ongoing efforts to improve governance, ease of doing business, and sustainable development.

The journal also addresses critical challenges beyond markets and firms. The investigation into India's private higher education crisis provides a nuanced exploration of faculty attrition through a psychological lens, shedding light on organizational culture, professional well-being, and systemic pressures. Similarly, the study on big data analytics underscores its role as a catalyst for innovation and its interaction with business cycles, reinforcing the strategic importance of data-driven decision-making.

Collectively, these research papers aim to bridge theory and practice by employing empirical analysis, comparative frameworks, and secondary data evaluation. The insights presented are intended to benefit academicians, policymakers, industry practitioners, and students by deepening their understanding of contemporary trends and emerging challenges across sectors.

This journal aspires to contribute meaningfully to existing literature while encouraging further inquiry into India's rapidly transforming economic and social environment. It is envisaged that the findings and perspectives presented herein will inspire informed debate, academic rigor, and evidence-based decision-making in both scholarly and practical domains.

Chief Editor

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PREFACE

It gives me immense pleasure to welcome you to Volume 17, Issue 1 (January–December 2025) of the Journal of Global Information and Business Strategy (J-GIBS). As we mark another significant milestone in our scholarly journey, this edition reflects the journal's enduring commitment to advancing knowledge at the dynamic intersection of business strategy, information systems, governance, and the rapidly evolving global economic landscape.

The world today stands at a pivotal juncture — shaped by geopolitical realignments, accelerating digital transformation, evolving consumer behaviours, and heightened consciousness around sustainability and ethical governance. The twelve research papers presented in this volume collectively address these pressing realities with intellectual rigour, empirical grounding, and forward-looking insight. It is a testament to the vibrant academic community that continues to engage with J-GIBS as a platform for impactful scholarly discourse.

Thematic Highlights of This Volume

This volume opens with a timely and strategically significant inquiry into the political economy of rare earth elements, examining China's entrenched supply chain dominance and the strategic options available to India. In an era where critical mineral security has become central to national competitiveness, Dr. Sadhana D. Singh's contribution offers a cogent framework for policymakers and industry leaders alike.

The volume also features a rich exploration of the direct selling industry and its strategic impact on the global economy, contributed by Vinayak Dubey, Akash Kumar Bhagat, and Dr. Arvind Kumar Pandey — a study that illuminates distribution dynamics and entrepreneurial opportunities in emerging markets. Complementing this is a systematic literature review by Archita Singla that rigorously maps the factors influencing consumers' online shopping intentions, offering a consolidated theoretical foundation for future empirical studies.

A particularly noteworthy contribution comes from Dr. Priyanka Arora, whose case-study-based research on value-based education and its impact on social cohesion and civic responsibility in Indian schools bridges the traditionally separate domains of education and societal development. Similarly, Dr. Bushra S. P. Singh and Prof. (Dr.) Swati Bhatia examine the pervasive challenge of greenwashing and the critical role of HR policies, compliance training, and organisational culture in building authentic consumer trust — a topic of growing urgency in sustainability-driven markets.

Commerce education continues to transform in response to technological and socio-economic shifts, and this is ably addressed by Dr. Pragya Dheer, Alka Sharma, and Shailu Singh, who chart emerging practices and future trajectories in Indian commerce education. This is further supported by Dr. R. Raghavendra Rao's focused research on RegTech as a transformative tool for regulatory compliance in the Indian context — a frontier that holds enormous promise for governance and financial oversight.

The application of data science and machine learning to educational outcomes is represented by Dr. Sameer Jain's innovative study using the Random Forest Classifier to forecast students' academic performance — a compelling demonstration of how data-driven interventions can enhance educational planning and policy. Alongside this, Dr. Bhavika Nathani's exploration of digital self versus real self delves into the psychological terrain of online identity, FOMO, and social media fatigue — themes that resonate deeply with contemporary digital behaviour.

Two bibliometric reviews in this volume expand the intellectual breadth of the journal. Preeti Kaushik, Dr. C. S. Yadav, Shitika, Prof. (Dr.) Lokesh Jain, and Prof. (Dr.) Sunita Tanwar provide a mapping of recent trends in infrastructure and financial performance of Indian companies, while Dr. Rakhi Gupta, Uma Barman, and Dr. Divya Chowdhry conduct a bibliometric analysis of online hotel booking intentions — both contributions serving as invaluable compendiums for researchers seeking to understand the contours of these evolving fields.

Finally, this volume is enriched by Dr. Ashima Verma's study on digital transformation in multinational firms, examining the mediating roles of strategy, innovation, and organizational agility in achieving global competitive advantage — a subject that sits at the very heart of contemporary business strategy research.

A Word of Gratitude

The realization of this volume would not have been possible without the collective dedication of many. I extend my deepest gratitude to the distinguished members of our Editorial Board and the International Advisory Committee, whose scholarly guidance and unwavering support continue to be the bedrock of this journal. My sincere appreciation goes to the anonymous peer reviewers whose thorough, constructive, and timely feedback ensures the quality and integrity of every paper published in these pages.

I am profoundly thankful to all contributing authors for their intellectual curiosity, scholarly perseverance, and trust in JGIBS as the platform for disseminating their research. The quality of work presented in this issue is a direct reflection of your passion and academic commitment. I also express my appreciation to the editorial and production team for their meticulous care in bringing this volume to publication.

To our esteemed readers — scholars, researchers, practitioners, and students — I invite you to engage deeply with the diverse perspectives presented in this volume. It is our fervent hope that the ideas and findings herein will inspire further inquiry, stimulate policy dialogue, and contribute meaningfully to the advancement of business and information strategy knowledge globally.

We remain committed to our mission of fostering a robust, inclusive, and interdisciplinary research culture, and we look forward to continuing this journey with you.

Editor-in-Chief

JOURNAL OF GLOBAL INFORMATION AND BUSINESS STRATEGY

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