



Gitarattan International Business School

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SNO	TITLE OF PAPER	NAME OF AUTHOR(S)	DEPARTMENT OF FACULTY	NAME OF JOURNAL	YEAR OF PUBLICATION	ISSN	Link to website of the Journal	Is it listed in UGC Care list	Paper Link	DOI
1	Workplace Diversity and Its Impact on Employee Performance and Satisfaction	Kiruthiga V, D.S.B. Pallavi, Akansh Garg, Sakshi Solanki, Rohit Landge, Manjushri Janardan Yadav	Law	Advances in Consumer Research	2025	0098-9258	Home Advances in Consumer Research	ABDC	https://acr-journal.com/article/workplace-diversity-and-its-impact-on-employee-performance-and-satisfaction-1363/	-
2	The Psychological Contract's Role in Employee Involvement: A Bibliometric Perspective	Dr. Malavika Srivastava, Dr. Rubeena Bano, Dr. Sonam Arora, Dr. Latika Malhotra, Dr. Mamta Rani	Management	European Economic Letters	2025	2323 - 5233	http://eelet.org.uk	ABDC	https://eelet.org.uk/index.php/journal/article/view/3580	https://doi.org/10.52783/eel.v15i3.3580
3	Digital Fatigue and Employee Engagement in Hybrid Work: A Multilevel Perspective	Mr. Shriyak Jain, Dr. Deepak Kumar, Dr Megha Grover, Dr. Mamta Rani	Management	Economic Sciences	2025	795-783	Economic Sciences	ABDC - C	Digital Fatigue and Employee Engagement in Hybrid Work: A Multilevel Perspective Economic Sciences	https://doi.org/10.69889/a1my9b22
4	The Effect Of Ai-Generated Personalized Content On Consumer Trust And Purchase Behavior: An Empirical Study	Soumya Chowdhury, S. Rajeswari, Dilip Kumar Gupta, Abhijit Das	Management	Journal of International Commercial Law and Technology	2025	1901-8401	https://www.jiclt.com/	ABDC Journal - 'C Category'	https://www.jiclt.com/article/the-effect-of-ai-generated-personalized-content-on-consumer-trust-and-purchase-behavior-an-empirical-study-132/	10.5281/zenodo.17787553
5	Triangular vs. Trapezoidal vs. Heptagonal Fuzzy Models: Optimizing Blockchain-Enabled Profitability Under Uncertainty	Dr. Purna Jain, Nitin Kumar Mishra	Management	Science Direct	2025	2405-8963	ScienceDirect.com Science, health and medical journals, full text articles and books.	Scopus	Triangular vs. Trapezoidal vs. Heptagonal Fuzzy Models: Optimizing Blockchain-Enabled Profitability Under Uncertainty - ScienceDirect	https://doi.org/10.1016/j.ifacol.2025.12.324
6	Application Of Machine Learning Algorithms For Predicting Groundwater Contamination Potential In Agricultural Regions	Shashi Kant Mishra, R. Palraj, Dr. Lowlesh Nandkishor Yadav, Ms.Ruchi Malhotra, Tapas Pattanayek, Dr. Rakesh Kumar Arora	Management	International Journal of Environmental Science	2025	2229-7359	https://theaspd.com/index.php/ijes/index	Scopus - Q4	https://theaspd.com/index.php/ijes/article/view/6570	https://doi.org/10.64252/r45j9346
7	Dress to Impress or Distress! The Value Conflict Behind Gen Z's Fast Fashion remorse	Dr. Richa Misra, Dr. Rekha Attri, Dr. Ekta Aggarwal, Bijit Ghosh	Management	The Retail and Marketing Review	2025	2708-3209	https://retailandmarketingreview.co.za/	Web of science	https://retailandmarketingreview.co.za/previous-issues/volume-21-issue-2-november-2025/dress-to-impress-or-distress-the-value-conflict-behind-gen-zs-fast-fashion-remorse/	https://doi.org/10.5281/zenodo.17556961
8	Reskilling for Industry 4.0: HR, Technology, and Employment Law in a Conceptual Framework	Deepika Swain, Akshay Madaan, Anamika Sarao, Aafrin Ayaz, Dr. Mamta Rani	Management	Journal of International Commercial Law and Technology	2026	1901-8401	https://www.jiclt.com/	ABDC	Reskilling for Industry 4.0: HR, Technology, and Employment Law in a Conceptual Framework Journal of International Commercial Law and Technology	-
9	Risk Management in Practice: A Case Study of Financial Decision-Making	Dr. Jatin Kumar Lamba, Subhi Singh, Dr. Veena Panjwani, Geeta Khari, Dr. Arun Kumar Banerjee	Management	Economic Sciences	2026	1505-4683	https://economic-sciences.com	ABDC	https://economic-sciences.com/index.php/journal/article/view/615/533	https://doi.org/10.69889/en7hp942
10	Artificial Intelligence in International Arbitration: Reconciling Efficiency with Due Process in Global Dispute Resolution	Dr. Neelam Seam, Dr. Govind Prashad Goyal, Dr. Sachin Kumar Goyal, Dr. Santosh Sati, Ms. Shruti Shrivastava, Ms. Kavya Bhatia	Law	Journal of International Commercial Law and Technology	2026	1901-8401	Home Journal of International Commercial Law and Technology	ABDC	https://www.jiclt.com/article/artificial-intelligence-in-international-arbitration-reconciling-efficiency-with-due-process-in-global-dispute-resolution-413/	10.61336/Jiclt/26-01-89
11	Emerging Trends in Business Intelligence and Data Driven Management: A Decision Intelligence Perspective	Dr. Tanya Garg, Ms. Bhawna Sharma, Dr. Jagriti Singh	Management	Economic Sciences	2026	1505 - 4683	https://economic-sciences.com	ABDC	https://economic-sciences.com/index.php/journal/article/view/550	https://doi.org/10.69889/dpg5v637

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12	Menstrual Data as a Marketing Commodity: Legal Regulation of Feminine Health Apps and Consumer Privacy	Shikha Tripathi, Manjari Singh, Arushi Sharma, Ramandeep Kaur	Law	Canadian Journal of Marketing Research	2026	0829 - 4836	https://canadian-jmr.com/index.php/cjmr	ABDC	https://canadian-jmr.com/index.php/cjmr/article/view/222	https://doi.org/10.61336/t1e05c88
13	Economic and financial resilience in a VUCA World: A conceptual framework for navigating uncertainty	Priya, Ritu Saxena, Rohit, Khyati, Rishi Saxena, Anuj Nanda	Management	The International Tax Journal	2026	0097-7314	The International tax journal	ABDC	https://internationaltaxjournal.online/index.php/itj/article/view/651	-
14	Consumer Perceptions of Dynamic Pricing in E-Commerce: Fairness, Trust, and Purchase Intentions	Sajjan Choudhuri, Srikrishna. Gade, Raju Challa, Lavanya.K, Mohit kumar Maurya, Ruchi Malhotra	Management	Advances in Consumer Research	2026	0098-9258	Home Advances in Consumer Research	ABDC	https://acr-journal.com/article/consumer-perceptions-of-dynamic-pricing-in-e-commerce-fairness-trust-and-purchase-intentions-31834	-
15	Buy Now, Pay Later (BNPL) in a VUCA Economy: A Conceptual Exploration	Dr Gousia Karim, Prof. Kaushambi Kaushal, Dr. Rohit, Shivangi Sharma, Deepak Kumar	Management	Economic Sciences	2026	1505 - 4683	Economic Sciences	ABDC	https://economic-sciences.com/index.php/journal/article/view/753	https://doi.org/10.69889/tj2vn438
16	Integrating Technology and Management: A Study on Digital Leadership and Organizational Effectiveness	D. K. Mohanty, Dr. Rohit, Kajal GC, Dr. Chetna Mahaur, Kavita	Management	Economic Sciences	2026	1505 - 4683	https://economic-sciences.com	ABDC	https://economic-sciences.com/index.php/journal/article/view/704	https://doi.org/10.69889/ws0www74
17	The Role of E-Commerce and Information Systems in Patient-Centered Care: Smart Healthcare Ecosystems	Hema Rani	Management	Economic Sciences	2026	1505 - 4683	https://economic-sciences.com	ABDC	https://economic-sciences.com/index.php/journal/article/view/853/738/320	https://doi.org/10.69889/r4hs2726
18	AI-driven financial advisory and behavioral tax planning: A conceptual framework for intelligent FinTech ecosystems	Dr. Chanchala Jain, Dr. Shail Shri Sharma, Dr. Preeti Mishra, Dr. Rohit, Ms. Shikha Gupta, Anuj Nanda	Management	The International Tax Journal	2026	0097-7314	The International tax journal	ABDC	AI-driven financial advisory and behavioral tax planning: A conceptual framework for intelligent FinTech ecosystems The International tax journal	-
19	The Gambler as Consumer: Protection of Rights Within the Indian Digital Gaming Market	Ishmeet Kaur Taluja, Jaideep Singh, Prachi Sharma	Law	Canadian Journal of Marketing Research	2026	0829 - 4836	https://canadian-jmr.com/index.php/cjmr	ABDC	https://canadian-jmr.com/index.php/cjmr/article/view/282/132	https://doi.org/10.61336/rzvyz9n11
20	A Study on Nature of Employment and Investment Preference for mutual funds	Swati Verma, Akanksha Sharma, Manisha Kaushal Arora, Amit Kumar, Jatin Kumar Lamba	Management	Empirical Economics Letters	2026	1681 - 8997	http://www.eel.my100megs.com/	ABDC	http://www.eel.my100megs.com/volume-25-number-june-3-special-issue.htm	https://doi.org/10.5281/zenodo.21804471
21	A Hypothesis Based Study of Rural and Urban Consumers' Attitudes and Purchase Intentions towards Grocery Applications in India	Madhu Arora, Manisha Gupta, Anurag Tiruwa, Ambika Sharma, Ankur Budhiraja, Deepak Arora, Lakshay Gupta	Management	Empirical Economics Letters	2026	1681 - 8997	http://www.eel.my100megs.com/	ABDC	http://www.eel.my100megs.com/volume-25-number-june-3-special-issue.htm	https://doi.org/10.5281/zenodo.21809338
22	Examining the Impact of Marital Status on Employee Motivation in the Workplace	Priyalaxmi Gurumayum and Diwakar, Poonam Khurana, Tinu Anand, Anjali Gupta	Management	Empirical Economics Letters	2026	1681 - 8997	http://www.eel.my100megs.com/	ABDC	http://www.eel.my100megs.com/26-june-special-issue-abstract11.pdf	https://doi.org/10.5281/zenodo.21805024
23	Digital Vibes as Behavioral Catalysts: Quantifying Emotional Resonance and Technology Remittance	Dr. Makarand Upadhyaya, Dr. Sreeya B, Mr. Shivesh Pratap Singh, Dr. Kriti Gulati, Dr. Urvesh Chaudhery, Dr. Uchit Kapoor	Management	Restitution Law Review	2026	2321 - 3787	https://restitutionlawreview.co.uk/index.php/rlr/index	ABDC - A	https://restitutionlawreview.co.uk/index.php/rlr/article/view/326	https://doi.org/10.65677/rlr.v34i2.326
24	Artificial Intelligence, Investor Attention, and Market Efficiency: Evidence from Social Media-Driven Trading Activity in Emerging Markets	Dr S. Mani, DR K SANJEEVA RAO, Dr. Shreya Bhardwaj	Law	Applied-Finance Letters	2026	2253 - 5802	https://a-fl-insight.com/vol_15	ABDC - B	https://a-fl-insight.com/pdf-viewer?file=/vol_15/118.pdf	https://a-fl-insight.com/vol-15/118.pdf
25	Power Dynamics in Professional Communication: An English Studies Perspective on Corporate and Legal Discourse	Dr. E. Kamatchi Muthulakshmi, Dr. Arpita Sehgal, Dr. Ramesh Kumar, Raghav Budakoti	Management	Minnesota Journal of Business Law and Entrepreneurship	2026	1540 - 3270	https://kommerstad.org/journal	ABDC - B CATEGORY	https://kommerstad.org/journal/article/view/662	-
26	Digital Parenting in the AI Era: Managing children's technology use through Smart AI devices	Anand Muley, Debidutta Acharya, Manisha Kaushal Arora, Vijeyata	Management	Minnesota Journal of Business Law and Entrepreneurship	2026	1540 - 3270	https://kommerstad.org/journal	ABDC - B CATEGORY	https://kommerstad.org/journal/article/view/718	-

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27	The Role of Law in Advancing Women's Economic Empowerment in India	Kartik Agre, Vivek Goyal, Seema Modi, Indra Daman Tiwari, Pallavi Tiwari	Law	International Journal of Economic Practices and Theories	2026	2247 - 7225	https://ijapt.org/index.php/journal	ABDC - C CATEGORY	https://ijapt.org/index.php/journal/article/view/378	https://doi.org/10.52783/ijept.378
28	Regulatory Challenges and Compliance Strategies for Startups in Dynamic Business Environments	Dr. X. Naveenraj, Dr. Neha Sharma, Dr. Satish G. Athawale, Dr. N. Bargavi, Prachi Sharma, Avinash Kumar, Vivekanand Mishra	Law	Minnesota Journal of Business Law and Entrepreneurship	2026	1540 - 3270	https://kommerstad.org/journal	ABDC - CATEGORY B	https://kommerstad.org/journal/article/view/443	-
29	From Innovation to Intention: How Green Brand Innovativeness Influences Sustainable Buying Behaviour in Urban Markets	Dr. Anupama Lakhera, Dr. Priyanka Goel, Dr. Dipti Jain, Dr. Pooja Sharma	Management	Minnesota Journal of Business Law and Entrepreneurship	2026	1540 - 3270	https://kommerstad.org/journal	ABDC - CATEGORY B	https://kommerstad.org/journal/article/view/370	https://doi.org/10.52783/mjble.370
30	Sustainable Leadership and Long-Term Business Performance: A Conceptual Study	Deepika Swain, Akshay Madaan, Anamika Sarao, Aafrin Ayaz, Dr. Mamta Rani	Management	Journal of International Commercial Law and Technology	2026	1901-8401	https://www.jiclt.com/	ABDC Journal	https://www.jiclt.com/article/sustainable-leadership-and-long-term-business-performance-a-conceptual-study-442/	https://doi.org/10.5281/zenodo.19554104
31	Digitalization And Employee Productivity: The Moderating Effect Of Transformational And Transactional Leadership	Dr. Veena Panjwani, Dr H N Shivaprasad, Swati Rani, Dr. Darshana Trivedi, Dr. Chetna Mahaur, Reema Singh	Management	Asian And Pacific Economic Review	2026	1000-6052	https://asparev.org/	ABDC Journal	DIGITALIZATION AND EMPLOYEE PRODUCTIVITY: THE MODERATING EFFECT OF TRANSFORMATIONAL AND TRANSACTIONAL LEADERSHIP Asian And Pacific Economic Review	https://doie.org/10.65985/APER.2026535486
32	Innovative Teaching Strategies and their Impact on Learning Outcomes in Higher Education	Avinash Kumar Vivekanand Mishra, Bhagyashree M Bhoir, Bhawna Gambhir, Ruby Sharma, Ramesh Kumar, Jaydeep Parmar	Management	Minnesota Journal of Business Law and Entrepreneurship	2026	1540-3270	https://kommerstad.org/journal	ABDC Journal - 'B Category'	https://kommerstad.org/journal/article/view/605	https://kommerstad.org/journal/article/view/605/459
33	Strengthening Employee Assistance and Organizational Psychological Support in Indian Information Technology Firms: Strategies, Challenges, and Practical Solutions	Dr. Manisha V Nain, Dr. Seema Shokeen, Dr. Suman Solanki, Dr. Pooja Singh	Management	Advances in Consumer Research	2026	0098-9258	https://acr-journal.com/	ABDC Journal - 'C Category'	https://acr-journal.com/article/strengthening-employee-assistance-and-organizational-psychological-support-in-indian-information-technology-firms-strategies-challenges-and-practical-solutions-2750/	-
34	A Systematic Literature Review on Effect of Environmental Regulation on A Firm's Performance	Ms. Prachi Sharma, Ms. Geeta Khari	Management	Journal of International Commercial Law and Technology	2026	1901-8401	https://www.jiclt.com/	ABDC Journal - 'C Category'	https://www.jiclt.com/article/a-systematic-literature-review-on-effect-of-environmental-regulation-on-a-firm-s-performance-352/	10.61336/Jiclt/26-01-38
35	From Data to Desire: The Role of Predictive Analytics in Shaping Consumer Behavior	Mansi Singh ,Shail Shri Sharma, Chetna Priti, Rohit, Priya, Neha Sabharwal	Management	Advances in Consumer Research	2026	0098-9258	https://acr-journal.com/	ABDC Journal - 'C Category'	https://acr-journal.com/article/from-data-to-desire-the-role-of-predictive-analytics-in-shaping-consumer-behavior-3166/	https://doi.org/10.5281/zenodo.21332168
36	Integrating Law, Technology, And Behavioral Insights:A Multidisciplinary Approach To Advances In Consumer Research	Dr. Yashswini Varde, Dr. Govind Prasad Goyal, Dr. Sonia Rajoria, Dr. Anjum Hassan, Dr. Laveena Pareek, Dr. Asha Sharma	Law	Advances in Consumer Research	2026	0098-9258	https://acr-journal.com/	ABDC Journal - 'C Category'	https://acr-journal.com/article/integrating-law-technology-and-behavioral-insights-a-multidisciplinary-approach-to-advances-in-consumer-research-2982/	-
37	Access to Justice and Legal Aid Systems: Contemporary Challenges in Inclusive Governance	Ramandeep Kaur, Dr. Dal Chandra, Rohit Sharma, Dr. Indra Daman Tiwari, Ms. Prachi Srivastava	Law	Minnesota Journal of Business Law and Entrepreneurship	2026	1540 - 3270	https://kommerstad.org/journal	ABDC: Category / Rating: B	https://kommerstad.org/journal/article/view/365	https://doi.org/10.5281/zenodo.22054165
38	ESG Norms and Sustainable Corporate Governance: Contemporary Challenges in Accountability and Compliance	Neelu Yadav, Seema Modi, Amrita Singh, Krishna Mohan Malviya, Aakriti Shukla	Law	Minnesota Journal of Business Law and Entrepreneurship	2026	1540 - 3270	https://kommerstad.org/journal	ABDC: Category / Rating: B	https://kommerstad.org/journal/article/view/332/254	https://doi.org/10.52783/mjble.332
39	Managing Change and Transitions in Family Businesses	Dr. Frederick Sidney Correa, Amrita Bajpai, Dr. Anjali Gupta, Dr. Uchit Kapoor	Management	Canadian Journal of Marketing Research	2026	0829 - 4836	https://canadian-jmr.com/index.php/cjmr	ABDC: Category / Rating: C	https://canadian-jmr.com/index.php/cjmr/article/view/275	https://doi.org/10.61336/14ba7c44
40	Buy Now Pay Later (Bnpl) Services And Consumer Spending Behavior:An Empirical Study In Emerging Markets	Dr. P. Mohanraj, Dr. Anjali Gupta, Prof. S. K. Rastogi, Dr. Girish Bagale	Management	Business And Economics Research Journal	2026	1309-2448	https://www.berjournal.com/	ABDC: Category / Rating: C	https://berjournal.org/buy-now-pay-later-bnpl-services-and-consumer-spendingbehavior-an-empirical-study-in-emerging-markets/	10.5281/zenodo.21300239

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41	Are rural and urban consumers equally prepared for cryptocurrency adoption? Unveiling insights through the lens of the UTAUT3 model	Jitender Kumar, Garima Rani, Manju Rani, Vinki Rani	Management	South Asian Journal of Business Studies	2026	2398 - 6298	https://www.emerald.com/sajbs	Scopus	Are rural and urban consumers equally prepared for cryptocurrency adoption? Unveiling insights through the lens of the UTAUT3 model South Asian Journal of Business Studies Emerald Publishing	https://doi.org/10.1108/SAJBS-10-2024-0389
42	Financial technology and trending avenues for future studies: a systematic literature review and bibliometric analysis	Jitender Kumar,Vinki Rani	Management	Int. J. Indian Culture and Business Management	2026	1753-0806	https://www.inderscience.com/jh/ome.php?jcode=ijicbm	Scopus	https://www.researchgate.net/publication/397424920_Financial_Technology_FinTech_and_Trending_Avenues_for_Future_Studies_a_Systematic_Literature_Review_and_Bibliometric_Analysis	10.1504/IJICBM.2025.10074487
43	Integrating Legal Frameworks, Management Strategies, And It Innovation In Higher Education Systems	Kavya Bhatia, Dr. Utiya Basu, Dr. Ankit Kumar Katiyar, Dr. Neelam Seam, Ms. Muskan Grover, Dr. Govind Prashad Goyal, Vyas Kumar Yadav	Law	The Journal of European Economic History	2026	0391 - 5115	The Journal of European Economic History	Scopus	https://www.unicredit-capitalia.eu/archives/10/41/	https://doi.org/10.61336/JEEH/26-2-18
44	Assessing the Effect of Digital Taxation on Indian Businesses: A Perspective Analysis	Dr. Ranjeet Kumar Ambast , Dr. Pawan Kumar Bhura, Varun Panwar & Dr. Surendra Kumar Sharma	Management	Journal of Dalian University of Technology	2026	1000 - 8608	About JDUT – Journal of Dalian University of Technology	Scopus	https://jdut.eu/	https://doi.org/10.5281/zenodo.21372943
45	The Kedarnath tragedy of 2013: intersections of natural fury and human negligence in the Himalayan region Available to Purchase	Navin Kumar, Seema Modi, Pradeep Kumar	Law	International Journal of Disaster Resilience in the Built Environment	2026	1759-5908	https://www.emerald.com/ijdrbe	Scopus	https://www.emerald.com/ijdrbe/article-abstract/doi/10.1108/IJDRBE-07-2025-0080/1370376/The-Kedarnath-tragedy-of-2013-intersections-of?redirectedFrom=fulltext	https://doi.org/10.1108/IJDRBE-07-2025-0080
46	Legal Framework For Aquatic Ecosystem Protection In India: Challenges And Policy Reforms	Dr. Pallavi Jain, Dr. Gargi Bhatt, Deepak Singh, Prof. (Dr.) Atal Kumar, Dr. Sonia Rajoria, Dr. Gaurav Gupta	Law	Adolescência e Saúde	2026	1679 - 9941	https://adolescenciaesaude.com/index.php/aes/index	SCOPUS	https://adolescenciaesaude.com/index.php/aes/article/view/1180	https://doi.org/10.67440/ahj.v21i4s.1180
47	Cultural Heritage Protection under International Law: Legal Challenges in Preserving Indigenous Knowledge Systems	Dr. Ashutosh Kumar Srivastava, Dr. Puja Paul Srivastava, Gourab Dutta, Akansh Garg	Law	Journal of Daoist Studies	2026	1941 - 5524	https://journalofdaoiststudies.org/index.php/journal/index	Scopus - Q2	https://journalofdaoiststudies.org/index.php/journal/article/view/1180	-
48	Artificial Intelligence in HR: A Conceptual Study on Talent Acquisition and Local Government Modernization	Satheesh Kumar S, Dr. Rubeena Bano, Dr. Rekha Kanodia, Namrata Jain, Dr. Jagriti Singh, Dr. Priyanka Goel	Management	Journal of Daoist Studies	2026	1941 - 5524	https://journalofdaoiststudies.org/index.php/journal/index	Scopus - Q2	https://journalofdaoiststudies.org/index.php/journal/article/view/1323	https://zenodo.org/records/21886763
49	Influence Of Electronic Word Of Mouth (E-Wom) On Audience Intentions In Performing Arts Events	Dr. Dipti Jain, Dr. Felisiya M., Shipra Bhutani Uppal, Dr. Bhupinderpreet Bedi, Dr. Shantanu Kumar Sahu, Dr. Tridisha Bayan	Management	ShodhKosh: Journal of Visual and Performing Arts	2026	2582 - 7472	https://www.granthaalayahpublication.org/Arts-Journal/ShodhKosh/index	Scopus - Q4	https://www.granthaalayahpublication.org/Arts-Journal/ShodhKosh/article/view/7522	10.29121/shodhkosh.v7.i4s.20267522
50	Enduring career and inclusion challenges of Malaysian women in leadership and professional roles	Sharmila Ramachandaran, Riska Nuraini, Urvesh chaudhery, Anuradha Iddagoda	Management	Humanities and Social Sciences Communications	2026	26629992	https://www.nature.com/palcomms/	Scopus (Q1)	https://rdcu.be/ffnGh	https://doi.org/10.1057/s41599-026-07370-1
51	Fostering Humanity: Case Studies in Value-Based Education and Its Impact on Societal Development	Dr. Arpita Jena, Dr. Kamble Vishvajit Vishnu, Londhe Vaibhav Chandrakant, Dr. Gunjal Sandeep Jagannath, Dr. Rubeena Bano, Bhawna Sharma	Management	Journal of Daoist Studies	2026	1941 - 5516	https://uhpress.hawaii.edu/title/jds/	Scopus Q2	https://journalofdaoiststudies.org/index.php/journal/article/view/575	https://doi.org/10.5281/zenodo.21867949
52	Financial well-being and inner harmony: integrating Daoist thought into personal financial management	Dr. Suraj Kumar, Dr. Lasaya K.R, Dr. Sangeetha R, Dr. Dara Vijaya Lakshmi, Dr. Roopa K.V, Bhawna Gambhir	Management	Journal of Daoist Studies	2026	1941 - 5516	https://uhpress.hawaii.edu/title/jds/	Scopus Q2	https://journalofdaoiststudies.org/index.php/journal/article/view/574	https://doi.org/10.5281/zenodo.21868161
53	Legal and social implications of digital transformation: A comprehensive analysis of Policy Frameworks, Governance Mechanisms, And Societal Impact In The Era Of Emerging Technologies	Dr.SachinTripathi, Dr.RajlakshmiWagh, DrMansiSingh, Dr. Agam Pratap Singh, Dr. Surbhi Gaur, Dr. Alok Kumar Patra	Management	Scientific Culture	2026	2408 - 0071	https://sci-cult.com/	Scopus Q2	https://sci-cult.net/index.php/cult/article/view/6511/4002	10.5281/zenodo.20517270

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54	Digital Transformation in Education & Law: Leveraging Artificial Intelligence for Learning Innovation, Legal Compliance, and Governance Excellence	Dr. Arpita Sehgal, Dr. S M Abdul Mannan Hussain, Budati Subbaiah, Dr. Pratap Kumar Sahu, Lonavath Srinivas Naik, Dr. Mitali Gupta	Law	Natural Resources for Human Health	2026	2583-1194	https://www.nrfhh.com/index.php/journal	Scopus Q2	https://www.nrfhh.com/index.php/journal/article/view/943	https://doi.org/10.53365/nrfhh.943
55	Understanding the Determinants of Malaysian Consumers’ Purchase Intentions Toward Electric Vehicles	Loo Zhang Jian, Sharmila Devi Ramachandaran, Rejaul Karim, Urvesh Chaudhery	Management	World Electric Vehicle Journal	2026	2032 - 6653	https://www.mdpi.com/journal/wevj	Scopus Q1	https://www.mdpi.com/2032-6653/17/9/437	https://doi.org/10.3390/wevj17090437
56	A finite difference and machine learning framework for non-Fourier multilayer bioheat transfer under laser irradiation	Seema, Xiaoming Zhang	Management	International Journal of Numerical Methods for Heat & Fluid Flow	2026	0961 - 5539	https://www.emerald.com/hff	Scopus Q1	https://www.emerald.com/hff/article-abstract/doi/10.1108/HFF-04-2026-0477/1393158/A-finite-difference-and-machine-learning-framework?redirectedFrom=fulltext	https://doi.org/10.1108/HFF-04-2026-0477
57	DeepONet-assisted inverse hyperbolic bioheat transfer and surface heat-flux reconstruction in multilayer human skin under transient surface heating	Zuhur Alqahtani a, Seema b, Areej Almuneef a, Naglaa Mohammed c	Management	International Communications in Heat and Mass Transfer	2026	0735 - 1933	International Communications in Heat and Mass Transfer Vol 180, Part 1, In progress (November 2026) ScienceDirect.com by Elsevier	Scopus Q1	DeepONet-assisted inverse hyperbolic bioheat transfer and surface heat-flux reconstruction in multilayer human skin under transient surface heating - ScienceDirect	https://doi.org/10.1016/j.icheatmasstransfer.2026.112490
58	Environmental Management Accounting Adoption in SMEs: A Mixed-Industry Systematic Review and Integrative Conceptual Framework	Sarah Joel Christie Isaiah, Sharmila Devi Ramachandaran, Urvesh Chaudhery	Management	Natural Resources for Human Health	2026	1277 - 1303	https://nrfhh.com/index.php/journal	Scopus Q2	https://www.nrfhh.com/index.php/journal/article/view/2051/1193	https://doi.org/10.53365/nrfhh.2051

Workplace Diversity and Its Impact on Employee Performance and Satisfaction

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KEYWORDS

Workplace diversity, Employee performance, Employee satisfaction, Inclusion, Organizational culture, Human resource management.

ABSTRACT

Diversity within the workplace in terms of race, gender, age, cultural, and professional experiences has also become a strategic process of improving the performance of the organization and ensuring employee satisfaction. It explores the connection between the dimensions of diversity and employee outcome utilizing a mixed-method that combines both quantitative survey data and qualitative interviews of three corporate segments in India namely technology, manufacturing, and service sectors. Structured questionnaires answered by 450 employees and in-depth interviews of 30 participants were conducted in order to capture subtle nuances of: belonging inclusivity and culture within an organization. The methods of correlation and multiple regression were used in the analysis to quantify both how diversity management practices are associated with job performance (productivity, innovation, and teamwork indicators) and satisfaction measures (engagement, intent to remain, workplace morale). The findings show that gender and cultural diversity has a high correlation with better creativity, problem solving ability and age diversity levels have moderate correlation with knowledge sharing and efficacy in mentoring. On the contrary, lack of inclusive policies was associated with lower engagement and intentions of leaving. The results point out that diversity does not necessarily bring about good results, instead, its influence is moderated by leadership pledge and equitable policy, and an inclusive climate. The study highlights the need to integrate diversity management within core HR practices so as to ensure that an organization not only benefits the most but also promotes the wellness of the employees.

1. INTRODUCTION

Diversity in the working place has now taken a new form; that is, it is a relevant factor in the organisation strategy and not an occasional issue of the human resource management. Within the current business conditions, marked by the phenomenon.

The Psychological Contract's Role in Employee Involvement: A Bibliometric Perspective

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Abstract:

This study presents a comprehensive bibliometric analysis of the scholarly literature on the impact of psychological contracts on employee involvement. Utilizing data from the Dimensions AI database, we systematically examine publication trends, authorship patterns, and thematic areas within this field. Psychological contracts, which encompass the unspoken expectations and obligations between employees and employers, play a crucial role in shaping employee commitment, job satisfaction, and overall organizational performance. Our analysis reveals significant growth in publications over the past two decades, highlighting increased academic interest in this area. Key findings include the identification of prominent authors and institutions contributing to the literature, as well as the evolution of research focus from foundational theories to contemporary issues such as the psychological contract's role in employee engagement and organizational change. Emerging themes identified in the analysis include perceived organizational support, psychological contract breaches, and the integration of employee commitment with quality management practices. The study underscores the importance of understanding psychological contracts to foster positive employment relationships and enhance organizational outcomes. By mapping the existing literature, this study provides valuable insights for researchers and practitioners, identifying gaps and suggesting directions for future research. Our findings contribute to the broader discourse on organizational psychology and underscore the need for further exploration into the dynamic nature of psychological contracts in the evolving workplace. This study did not involve human or animal subjects, and thus did not require approval from a research ethics committee, as it solely relied on publicly available bibliometric data.

Keywords: Psychological Contract, Employee Involvement, Organizational Behavior, Human Resource Management.

Digital Fatigue and Employee Engagement in Hybrid Work: A Multilevel Perspective

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Abstract

The hybrid work model, which blends remote and in-office modalities, has intensified reliance on digital tools and subsequently elevated risks of digital fatigue—mental exhaustion caused by prolonged digital engagement. This conceptual paper explores the impact of digital fatigue on employee engagement through a multilevel framework encompassing individual, team, and organizational dynamics. Grounded in the Job Demands–Resources (JD-R) model, Conservation of Resources (COR) theory, and Boundary Theory, the study conceptualizes digital fatigue as a job demand that depletes cognitive and emotional resources, reducing engagement if not counterbalanced by supportive mechanisms. At the individual level, digital autonomy is identified as a moderator, mitigating the adverse effects of fatigue. At the team level, digital norms and psychological safety influence how fatigue is experienced and its effect on engagement. At the organizational level, digital culture and leadership behaviors serve as systemic enablers or stressors. By synthesizing these theoretical perspectives, the paper presents a multilevel conceptual model that addresses the complexity of digital fatigue in hybrid work. It contributes to both theory and practice by highlighting how contextual factors across levels shape the digital fatigue–engagement relationship. Practical implications include fostering digital wellness policies, promoting autonomy, and redefining leadership roles in managing digital demands. The paper concludes by outlining avenues for empirical research to validate the model and adapt interventions to diverse organizational contexts.

Keywords: Digital Fatigue, Employee Engagement, Hybrid Work, Multilevel Framework

1: Introduction

1.1 Background and Motivation

The rise of hybrid work arrangements—where employees alternate between remote and in-office work—has significantly reshaped contemporary organizational dynamics (Wang et al., 2021). While this shift has enabled greater flexibility and autonomy, it has also introduced new psychological challenges, one of which is digital fatigue. Digital fatigue refers to the mental and emotional exhaustion that results from prolonged exposure to digital technologies, especially communication platforms like Zoom, Microsoft Teams, and Slack (Bennett et al., 2021). As digital interactions replace physical ones, the continuous cognitive load generated by digital tools has begun to impact employee well-being and productivity.

In parallel, employee engagement continues to be a central concern for organizational success. Defined as a positive, fulfilling, work-related state characterized by vigor, dedication, and absorption (Schaufeli et al., 2002), engagement has been linked to higher levels of performance, commitment, and innovation. However, the digitalization of work and the hybrid model have disrupted traditional engagement mechanisms. Employees now face challenges such as reduced social interactions, constant digital interruptions, and blurred boundaries between personal and professional life (Chen & Karahanna, 2018).

Despite growing interest in both digital fatigue and engagement, existing research largely treats them as separate constructs. Most studies also adopt a single-level perspective, focusing either on individual



Article

The Effect Of Ai-Generated Personalized Content On Consumer Trust And Purchase Behavior: An Empirical Study

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Abstract: The present research work will let us understand how the industry has rapidly brought artificial intelligence (AI) into effect to provide AI-generated personalised content to enhance consumer experiences, with AI-powered personalisation emerging as a significant driver towards consumer trust, satisfaction and sales. However, the findings state that AI-powered personalisation does not have a major direct impact towards customer engagement when looking at the role of purchase behaviour, perceived usefulness, because trust acts as a key mediator, playing an important role in building positive relationships between people and technology. Businesses can make better use of AI personalisation in this way to strengthen customer relationships and increase sales because artificial intelligence (AI) has become a powerful tool in customer service and strategic marketing, allowing for more personalised interactions, creative ways to resolve service issues, and flexible communication approaches. The findings of this research work indicate that companies must focus on consumer awareness and ethical practices in their AI-based personalised approaches to strengthen their trust and improve customer engagement. 225 consumers were surveyed to explore the factors that determine the effect of AI-generated personalised content on consumer trust and purchase behaviour. The study concludes that AI-generated personalised content has a significant impact on consumer trust and purchase behaviour.

Keywords: Artificial Intelligence, Consumer experiences, Customer engagement, Strategic marketing, Technology

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INTRODUCTION

During recent years, artificial intelligence (AI) has become a powerful tool in customer service and strategic marketing, providing more personalised interactions, creative ways to resolve personalised issues, and flexible communication approaches. The growth of AI technologies has led to advanced tools such as real-time

chatbots, highly personalised recommendation systems, and virtual influencers in the last ten years. Integration of such innovations does more than just take over human tasks, as they reshape interactions by adding new emotional and intellectual layers that strongly impact how consumers make decisions. According to Bag et.al. (2022), Artificial Intelligence (AI) is gaining remarkable importance as the digital world continues to grow and change, pushing

Triangular vs. Trapezoidal vs. Heptagonal Fuzzy Models: Optimizing Blockchain-Enabled Profitability Under Uncertainty

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Abstract: This paper introduces a fuzzy logic-inventory model using blockchain technology (Ethereum) to assist manufacturers in managing uncertainty in supply chains and enhancing profitability. Based on the previous work, we utilize three categories of fuzzy numbers—triangular, trapezoidal, and heptagonal—to model vagueness in such critical parameters as demand, price sensitivity, and blockchain deployment expenses. The model considers two categories of retailers: those embracing blockchain (who pay transparency costs) and those that do not. Our numerical and analytical results indicate that the incorporation of blockchain always enhances profit in all fuzzy conditions, with the heptagonal model being particularly sensitive to uncertainty in price and levels of information-sharing. Heptagonal works best under turbulent markets, trapezoidal provides a compromise under moderate risk, and triangular is best suited for stable environments. The research also finds important thresholds (e.g., $\alpha > 5\%$) affecting optimal choices. In general, this study fills the existing gap between abstract blockchain models and real-world uncertainty by providing a flexible and responsive framework for supply chain decision-making.

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Keywords: Blockchain-enabled (Ethereum) supply chain, Supply chain uncertainty, Profit optimization, Sensitivity analysis, Information-sharing, Decentralized supply chain, Manufacturer-retailer coordination

1. INTRODUCTION

The supply chain is an interrelated dynamic system that consists of organizations, individuals, processes, and information whose objective is to provide goods and services to customers (Huang et al., 2022). With rising globalization, fragmented networks, and changing customer demands for speed and customization (Yue, 2008), supply chain management has grown to be more complex.

Supply chains grow more complex and uncertain because of globalization, dynamic behavior of consumers, dispersed supplier bases, and digital disruption. Standard models based on deterministic data generally do not keep pace with inherent vagueness and variability of cost structures, demand, and supply behavior. In addition, limited visibility coupled with information asymmetry among participants in the supply chain impede optimal decision-making.

To address these issues, blockchain technology (Ethereum) has been a promising solution. Ethereum increases transparency, maintains data integrity, and facilitates secure information sharing between stakeholders (Kouhizadeh et al., 2021; Wang et al., 2019). Ethereum minimizes fraud and facilitates real-time decision-making in supply chains by removing intermediaries and allowing traceability (Dong et al., 2022; Ko et al., 2018).

Existing research fills these research gaps by implementing blockchain technology to provide transparency and traceability and build confidence among supply chain members. (Jain & Mishra, 2024), for example, propose a decentralized framework incorporating information-sensitive retailers and

examine the effect of sharing partial information in the presence of blockchain implementation. They show that a manufacturer's profit is maximized with the percentage of information-sensitive retailers under certain conditions. Yet, their research makes assumptions of sharp parameter values and does not take into consideration real-world fuzziness in demand, costs, and behavioral parameters.

Conversely, (Huang et al., 2022) simulate the blockchain-based supply chain coordination strategy and contrast it with a conventional framework. Their research points out cost savings and enhanced coordination but is still based on deterministic modeling. Yet, most supply chain frameworks in the literature that are supported by blockchain make deterministic assumptions about inputs and lack the full realization of uncertainty within actual systems. Actual decision-making is often imbued with ambiguity, incomplete information, and personal judgment.

To counter this deficiency, fuzzy logic gives a solid modeling platform. Fuzzy models manage vague inputs with linguistic variables and partial truths, making them appropriate for situations of uncertainty (Yan et al., 2022). They have been used in supply chains to capture uncertain parameters such as demand, lead time, and coefficients of cost (Milanesi et al., 2015; Mishra et al., 2024; Özceylan & Paksoy, 2014).

This work fills in the research void by incorporating fuzzy set theory with the blockchain-inventory model in a more realist and accommodative manner that allows for dealing with uncertainty. We introduce the fuzzy profit-maximization model under triangular, trapezoidal, and heptagonal fuzzy numbers for prominent parameters like demand, price, information

Application Of Machine Learning Algorithms For Predicting Groundwater Contamination Potential In Agricultural Regions

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Abstract: The use of fertilizers, pesticides and the mishandling of wastes causes groundwater contamination which is a growing environmental and human health issue in agriculture areas. Although the traditionally used monitoring methods are quite effective, they usually have temporal and spatial limitations, which means that early detection and wide-ranging predictions are also difficult to achieve. The present study examines the prospects of machine learning (ML) models in forecasting the possible risk of groundwater contamination over agricultural land-scapes through a combination of hydrochemical measures and land-use patterns in combination with forecasted climatic features. Three agriculturally intensive districts namely Ludhiana (Punjab), Bhopal (Madhya Pradesh) and Thrissur (Kerala) were chosen and the samples of water were analysed on the basis of key physicochemical parameters such as nitrate (NO_3^-), phosphate (PO_4^{3-}), pH, total dissolved solids (TDS) and heavy metals. Remotely sensed land cover indices coupled with soil type data (and these parameters) were utilized as input features in training the models. The implementation of the Random Forest (RF) algorithm, Support Vector Machine (SVM) algorithm and Artificial Neural Network (ANN) algorithm was done and the performance of the model tested by the 10-fold cross-validation method. Random Forest model resulted in the highest classification accuracy (92%) and ROC-AUC (0.94) values allowing accurate differentiation of high, moderate, and low risk zones in terms of the contamination potential. It was found that areas of high fertilizer capacity and shallow water tables were found to be areas of high contamination through the formation of spatial prediction maps using the GIS. We show that when coupled with geospatial analysis, ML-based methods serve as a scalable and cost-effective solution to formulating problems in the assessment of groundwater contamination risks in agricultural areas, allowing data-driven policymaking and to the creation of specialized mitigation measures to address these risks.

Keywords: Groundwater contamination, Machine learning, Random Forest, Agricultural pollution, GIS mapping, Water quality prediction, Remote sensing

I. INTRODUCTION

Groundwater plays a significant role as the sources of fresh water in domestic, agricultural and commercial activities, especially in rural and peri-urban regions where there is scarcity of surface water bodies. Groundwater is the primary source of irrigation in most developing countries with 60 percent of irrigation requirements in India being provided through groundwater. Thus, the quality of groundwater plays a vital role in defining agricultural output and the health of the population. Nevertheless, the high intensity of farming (i.e., the extensive use of fertilizers, pesticides, and irrational irrigation) has also resulted in a drastic growth of groundwater pollution. The surplus of nitrates, phosphates, and even pesticides are washed down through the soil profile with water eventually reaching aquifers as the water tables are shallow and soils are porous. In the same way, livestock farm runoffs and agricultural waste storage spillage

Dress to Impress or Distress! The Value Conflict Behind Gen Z's Fast Fashion remorse

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ABSTRACT

The purpose of the study is to investigate the factors determining Gen Z's intention to discontinue fast fashion (FF) brands. The conceptual model is based on cognitive dissonance theory and push-pull-mooring (PPM) framework. Young buyers in developing nations often experience remorse due to a conflict between their fashion aspirations and values. According to the results, ascribed responsibility (AR) significantly impacts buyer remorse (BR), whereas knowledge of greenwashing (KW) has no significant impact on BR. Both quality of product (QP) and social influence (SI), have a significant impact on BR. Environmental concern (EC) does not significantly influence BR. BR has a significant impact on both the willingness to pay for sustainable alternatives (SA) and the intention to discontinue fast fashion. Brands must prioritise social influence, community development, and accountability to align with the values of Generation Z. FF brands may reduce buyer's remorse by following sustainable methods and encouraging transparency in their marketing communications.

Keywords: Fast fashion brands, cognitive dissonance theory, willingness to pay for sustainable alternatives, ascribed responsibility, greenwashing, Gen Z



Reskilling for Industry 4.0: HR, Technology, and Employment Law in a Conceptual Framework

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Abstract

Industry 4.0 technologies—including artificial intelligence, automation, robotics, and cyber-physical systems—are transforming organizational structures, job designs, and the legal environment governing work. While reskilling has become essential for workforce adaptability, existing research treats HR strategy, technological disruption, and employment law as separate domains. This conceptual paper introduces an integrative multi-level framework that unifies these perspectives to explain how technological change generates new skill demands, how HR mechanisms translate these demands into organizational reskilling strategies, and how national and international legal regulations shape the boundaries of these efforts. Grounded in Human Capital Theory, Socio-Technical Systems Theory, and Institutional/Legal Theory, the framework identifies technological antecedents, HR capability-building mechanisms, and legal moderators influencing reskilling outcomes. By articulating testable propositions, the study contributes a novel interdisciplinary lens for examining workforce transitions and provides actionable insights for HR leaders, policymakers, and regulators seeking to build equitable and legally compliant reskilling ecosystems in the Industry 4.0 era

Keywords: Industry 4.0; Reskilling; Human Resource Management; Technology Law; Employment Law; Artificial Intelligence; Automation; Regulatory Framework; International Labour Standards....

Introduction

The emergence of Industry 4.0—characterized by the convergence of artificial intelligence (AI), automation, machine learning, Internet of Things (IoT), and cyber-physical systems—is profoundly reshaping global production networks, organizational structures, and labor markets. As firms integrate intelligent technologies into core business processes, the nature of work is undergoing rapid transformation, demanding new digital, cognitive, and socio-technical skill sets. At the same time, the displacement of routine and manual tasks raises complex questions related to employment security, worker rights, and employer obligations under evolving legal and regulatory frameworks. In this environment, **reskilling** has become a central strategic priority for organizations seeking to enhance workforce adaptability while meeting international compliance and social responsibility expectations.

Despite widespread recognition of its importance, reskilling remains insufficiently theorized at the intersection of **Human Resource Management (HRM)**, **technological innovation**, and **employment law**. Existing scholarship tends to treat these domains in isolation: HR studies emphasize talent development and competency building; technology research focuses on automation and system design; and legal scholarship examines labor protections, contractual obligations, and regulatory responses to digital transformation. However, the challenges presented by Industry 4.0 are inherently interdisciplinary. The effectiveness of organizational reskilling efforts depends not only on internal HR strategies but also on the technological affordances of new systems and the legal boundaries within which firms operate.

For multinational organizations, this complexity is heightened by cross-jurisdictional differences in

Risk Management in Practice: A Case Study of Financial Decision-Making

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Abstract

In an increasingly volatile and uncertain business environment, effective risk management has become a critical determinant of financial decision-making and organizational sustainability. This study adopts a qualitative case study approach to examine how risk management practices influence financial decision-making within a financial services firm operating in India. The case focuses on a strategic decision involving the expansion of a lending portfolio under conditions of market volatility and credit uncertainty.

Drawing on multiple data sources, including organizational reports and managerial insights, the study analyzes key dimensions of financial risk, including market risk, credit risk, liquidity risk, and operational risk. The findings reveal that structured risk assessment frameworks, supported by data analytics and managerial expertise, significantly enhance the effectiveness of financial decisions. However, behavioral factors such as risk perception and cognitive biases also play a critical role in shaping decision outcomes.

The study further highlights the importance of organizational context, including leadership, governance, and human capital, in strengthening risk management practices and fostering resilience. By providing in-depth case-based insights, this research bridges the gap between theoretical models and practical implementation, offering valuable implications for managers and policymakers in navigating VUCA environments.

Keywords: Risk Management, Financial Decision-Making, Enterprise Risk Management, Case Study, Behavioral Finance, VUCA Environment

1. Introduction

In an era defined by volatility, uncertainty, complexity, and ambiguity (VUCA), risk management has emerged as a fundamental component of financial decision-making. Organizations operate in increasingly dynamic environments where exposure to financial risks—such as market volatility, credit defaults, liquidity constraints, and operational disruptions—has intensified. Consequently, the ability to systematically identify, assess, and mitigate risks has become critical for ensuring organizational sustainability and long-term value creation (Hopkin, 2018; Lam, 2014).

Financial decision-making inherently involves uncertainty, requiring managers to balance risk and return while allocating scarce resources. Traditional

financial theories, such as Modern Portfolio Theory (Markowitz, 1952) and the Capital Asset Pricing Model (Sharpe, 1964), emphasize risk-return trade-offs; however, contemporary business challenges demand more integrated and adaptive approaches. Enterprise Risk Management (ERM) frameworks have gained prominence in this context, providing a holistic mechanism to align risk management with strategic decision-making and organizational objectives (COSO, 2017; Fraser & Simkins, 2016).

The increasing integration of advanced technologies has further transformed the landscape of financial risk management. Tools such as artificial intelligence (AI), big data analytics, and blockchain have enhanced predictive capabilities and real-time risk monitoring. For instance, the application of emerging technologies in financial portfolio optimization demonstrates improved efficiency and



Article

Artificial Intelligence in International Arbitration: Reconciling Efficiency with Due Process in Global Dispute Resolution

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Abstract: The integration of artificial intelligence (AI) into international arbitration represents one of the most consequential technological shifts in the history of global dispute resolution. This paper examines how AI tools—including machine learning algorithms, natural language processing systems, predictive analytics platforms, and automated document review technologies—are transforming the procedural architecture of international arbitration. Drawing on emerging institutional frameworks, case studies from leading arbitral institutions, and scholarly commentary, this research explores the tensions between AI-driven efficiency gains and the foundational due process guarantees that underpin the legitimacy of international arbitration. The paper argues that while AI offers transformative potential in accelerating proceedings, reducing costs, and enhancing analytical precision, its uncritical adoption risks undermining principles of equal treatment, transparency, and the right to be heard. A governance framework is proposed that reconciles technological innovation with due process imperatives, offering a path toward responsible AI integration in global dispute resolution. The paper concludes that international arbitration institutions must develop enforceable AI governance standards that preserve party autonomy, arbitrator independence, and procedural fairness as core values of the arbitral process.

Keywords: artificial intelligence, international arbitration, due process, algorithmic decision-making, procedural fairness, dispute resolution, legal technology

INTRODUCTION

International arbitration has long served as the preferred mechanism for resolving transnational commercial and investment disputes, offering parties flexibility, confidentiality, and the enforceability of awards under the New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards (1958). Yet the field is undergoing a fundamental transformation driven by the rapid proliferation of artificial intelligence technologies. From document review platforms capable

of processing millions of pages in hours to predictive analytics tools that forecast dispute outcomes with growing accuracy, AI is reshaping nearly every dimension of the arbitral process (Katsh & Rabinovich-Einy, 2017).

The promise of AI in international arbitration is considerable. Empirical studies indicate that international arbitration proceedings routinely take three to five years from commencement to award, with costs

Emerging Trends in Business Intelligence and Data-Driven Management: A Decision Intelligence Perspective

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Abstract

The rapid advancement of digital technologies has significantly transformed the way organizations utilize data for strategic decision-making. Business Intelligence (BI) systems, once limited to descriptive reporting, are now evolving into intelligent frameworks powered by Artificial Intelligence (AI), real-time analytics, and cloud-based infrastructures. This study examines emerging trends in BI and data-driven management, with a particular focus on the role of Decision Intelligence as a mediating construct. A conceptual model is proposed to analyse the relationship between BI capabilities and organizational performance. Using a quantitative research design, the study applies Structural Equation Modeling (SEM) to validate the proposed framework. The findings are expected to contribute to both theory and practice by demonstrating how organizations can effectively translate data capabilities into improved performance outcomes.

Keywords: Business Intelligence, Decision Intelligence, Data-Driven Management, Artificial Intelligence, Organizational Performance, SEM

1. Introduction

In recent years, the increasing availability of data has compelled organizations to rethink traditional decision-making processes. The integration of Business Intelligence (BI) tools has enabled firms to derive insights from large and complex datasets, thereby enhancing their strategic capabilities. However, the mere adoption of BI technologies does not guarantee improved performance. The effectiveness of these systems depends on how insights are interpreted and incorporated into decision-making processes.

The emergence of advanced technologies such as Artificial Intelligence, machine learning, and real-time analytics has further accelerated the evolution of BI systems. Organizations are gradually transitioning from data-centric approaches to decision-centric models, where analytical outputs directly influence strategic actions. Despite these developments, there remains a gap in understanding how technological capabilities translate into organizational performance.

This study addresses this gap by proposing a framework that positions **Decision Intelligence** as a critical link between BI capabilities and performance outcomes. The research aims to explore emerging trends in BI and examine their impact on organizational effectiveness through empirical validation.

2. Literature Review

2.1 Evolution of Business Intelligence

Business Intelligence has evolved from traditional reporting systems to advanced analytical platforms capable of predictive and prescriptive analysis. Early BI systems primarily focused on historical data analysis, whereas modern systems incorporate AI-driven capabilities to generate forward-looking insights.

2.2 Data-Driven Management

Data-driven management emphasizes the use of empirical evidence in decision-making processes. Organizations adopting this approach rely on data analytics to guide strategic initiatives, reduce uncertainty, and improve operational efficiency.

Research Article

Menstrual Data as a Marketing Commodity: Legal Regulation of Feminine Health Apps and Consumer Privacy

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Abstract: Delivery of period tracking apps which is part of the fast-growing 'femtech' category, now gathers sensitive information about physiology and behaviors from an estimated 200 million people in the world. Combined with data on menstrual cycles, ovulation windows, sexual behavior, mood, and fertility markers, the data is a major marketing asset that is traded among advertisers, insurers, data brokers, and even, likely now more than ever, the hands of law enforcement agencies, especially following the demise of the Dobbs case. However, current laws such as the "Health Insurance Portability and Accountability Act" (HIPAA), the "Federal Trade Commission Act" and a few state privacy laws have severe gaps in their structure that mean femtech users are largely un-protected. In this paper, the regulatory terrain surrounding the collection of, and commerce in, menstrual data is charted, there is a comparative study of the regulatory frameworks of the United States, the European Union and India, and a thorough examination of the current legal relief provided. The paper builds on empirical accounts of applications privacy audits, enforcement records from the FTC, and post-Dobbs patterns of data requests to propose a novel framework for considering menstrual data that draws upon, but differs from, current protections for sensitive health information and is instead based on a meaningful consent framework, purpose limitation, and prevention of transfers for law-enforcement purposes without a judicial process.

Keywords: Femtech privacy; menstrual surveillance; HIPAA gap; GDPR Article 9; data brokers; post-Dobbs; reproductive rights; health data commodification; digital dignity.

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INTRODUCTION

"Your period-tracking app knows more about your reproductive health than your doctor does and unlike your doctor, it is under no legal obligation to keep that information confidential."

Electronic Frontier Foundation, Period Tracking Apps in the Post-Dobbs Era (2022)

Glow, Clue and some alternative period-tracking apps secretly shipped only users health information, such as mood state, contraceptive method used, unprotected sex and reported pregnancies, to a network of advertising partners including Facebook, revealed the Norwegian Consumer Council in a groundbreaking investigation report in the spring of 2019.¹ The news sparked a brief outcry of concern before sinking into the endless treadmill of tech-privacy scandals that defines the digital decade. What was revealed, however, was structurally more important: the intimate rhythms of the female body, taken as a data commodity, obtained by voluntarily proffering their bodies in digital format, codified into behavioral profiles and sold on a market over of which the very users are excluded, unaware.

The landscape changed dramatically in June 2022 with the overturning of the constitutional right to abortion in "Dobbs v. Jackson Women's Health Organization".² Prosecutors and law enforcement in states that are putting in place abortion restrictions started requesting data from technology firms such as period-tracking apps, within a few weeks, to present

Economic and financial resilience in a VUCA World: A conceptual framework for navigating uncertainty

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Abstract---In an era characterized by volatility, uncertainty, complexity, and ambiguity (VUCA), traditional economic and financial frameworks are increasingly inadequate for addressing dynamic global disruptions. This conceptual paper proposes an integrative framework for enhancing economic and financial resilience by synthesizing insights from resilience theory, behavioral finance, institutional economics, and digital transformation. The study critically examines how systemic shocks—such as financial crises, pandemics, geopolitical conflicts, and technological disruptions—reshape economic stability and financial decision-making processes. The proposed framework identifies key dimensions of resilience, including adaptive capacity, financial agility, risk intelligence, and institutional robustness. It emphasizes the role of data-driven decision-making, decentralized financial systems, and policy responsiveness in mitigating uncertainty. Furthermore, the paper highlights the growing significance of emerging technologies such as artificial intelligence, blockchain, and fintech ecosystems in strengthening financial resilience at both macroeconomic and microeconomic levels. By integrating theoretical perspectives with real-world contextual insights, this study contributes to the evolving discourse on sustainable economic systems in turbulent environments. The framework offers practical implications for policymakers, financial institutions, and businesses seeking to navigate uncertainty and build long-term resilience. It also outlines future research directions to empirically validate the proposed model across diverse economic contexts.

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Consumer Perceptions of Dynamic Pricing in E-Commerce: Fairness, Trust, and Purchase Intentions

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ABSTRACT

Dynamic pricing, the practice of algorithmically adjusting prices in real time based on demand fluctuations, inventory levels, competitor pricing, and individual consumer characteristics, has become pervasive across e-commerce, travel booking, ride-hailing, and streaming platforms, yet its widespread adoption continues to generate consumer ambivalence rooted in perceptions of price fairness and vendor trustworthiness. This paper reviews the psychological and behavioral mechanisms linking dynamic pricing exposure to consumer fairness judgments, trust formation, and downstream purchase intentions, drawing on dual entitlement theory, distributive and procedural justice frameworks, and price-fairness perception research. The study examines the distinction between demand-based dynamic pricing, in which prices fluctuate uniformly for all consumers based on aggregate market conditions, and personalized dynamic pricing, in which prices are algorithmically tailored to individual consumers based on browsing history, purchase behavior, or inferred willingness to pay, situating each within documented consumer response evidence. The review further examines the moderating roles of price transparency, perceived firm motive, and reference-price availability in shaping fairness judgments, alongside empirical evidence on the reputational and behavioral consequences of consumer-perceived price discrimination. A comparative methodology is described using survey-based price-fairness perception scales, scenario-based experimental designs manipulating pricing transparency and personalization disclosure, and behavioral intention measures including purchase intention, brand switching, and negative word-of-mouth. Reported findings indicate that demand-based surge pricing is judged substantially less unfair than individually personalized pricing at an equivalent price level, that transparency regarding the pricing mechanism meaningfully attenuates perceived unfairness, and that perceived unfair pricing produces measurable declines in purchase intention and trust alongside increased negative word-of-mouth propensity. The paper concludes by discussing implications for e-commerce pricing strategy design, disclosure policy, and platform trust management, alongside persistent gaps in understanding long-term consumer adaptation to algorithmic pricing.

Keywords: *Dynamic Pricing, Price Fairness, Consumer Trust, Purchase Intention, Personalized Pricing, Price Discrimination, E-Commerce, Distributive Justice...*

INTRODUCTION:

Dynamic pricing has evolved from a niche practice confined to airline revenue management into a pervasive feature of contemporary e-commerce, applied across ride-hailing surge pricing, hotel and flight booking platforms, event ticketing, and increasingly mainstream online retail,

where prices for identical products can fluctuate within hours or even minutes based on algorithmically assessed demand, inventory, and competitive conditions [1]. This shift has been enabled by the convergence of real-time data collection, machine learning-based demand forecasting, and automated pricing engines capable of adjusting prices at a granularity and speed unattainable



Buy Now, Pay Later (BNPL) in a VUCA Economy: A Conceptual Exploration

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Abstract:

The rapid expansion of Buy Now, Pay Later (BNPL) services has significantly reshaped contemporary consumer credit ecosystems, particularly within the context of a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) economy. Despite its growing adoption, existing literature remains fragmented, with limited integration of macro-environmental uncertainty, platform design mechanisms, and consumer behavioral dynamics. Addressing this gap, the present study adopts a theory-building conceptual approach to develop a multi-level framework that examines BNPL as a fintech-driven consumption model operating at the intersection of environmental uncertainty, technological affordances, and behavioral finance. Drawing upon Prospect Theory, Mental Accounting Theory, the Technology Acceptance Model (TAM), and the Theory of Planned Behavior (TPB), the study conceptualizes how BNPL platforms leverage perceived affordability, reduced cognitive friction, and persuasive digital design to influence consumer decision-making. The proposed framework integrates VUCA conditions as a macro-level driver, platform characteristics as meso-level enablers, and behavioral outcomes such as impulsive consumption and financial stress as micro-level consequences, while also incorporating moderating roles of financial literacy and regulatory oversight. The findings highlight the paradoxical nature of BNPL, positioning it simultaneously as a facilitator of financial inclusion and a potential driver of consumer over-indebtedness in uncertain economic environments. By offering a structured and integrative conceptual model, this study contributes to the emerging discourse on digital credit systems and extends fintech literature by embedding BNPL within a VUCA-driven behavioral framework. The paper concludes with implications for policymakers, financial institutions, and digital platform designers, emphasizing the need for responsible innovation, ethical interface design, and adaptive regulatory mechanisms.

Keywords:

Buy Now, Pay Later (BNPL); VUCA Economy; Fintech; Digital Credit; Behavioral Finance; Consumer Decision-Making; Financial Inclusion; Impulse Buying; Technology Acceptance Model (TAM); Prospect Theory; Mental Accounting; Financial Literacy; Regulatory Frameworks

INTRODUCTION

The global financial ecosystem is undergoing a profound transformation driven by rapid digitalization, evolving consumer expectations, and the emergence of innovative fintech solutions. Among these, Buy Now, Pay Later (BNPL) has emerged as a disruptive credit model that embeds short-term financing directly into the point-of-sale experience. By offering instant approval, minimal documentation, and interest-free installment options, BNPL has redefined traditional notions of credit accessibility and consumption behavior. This

shift reflects the broader transition toward platform-based financial ecosystems, where convenience, speed, and user-centric design dominate consumer decision-making (Gomber et al., 2018; deHaan et al., 2022). The increasing integration of artificial intelligence and data-driven credit assessment further strengthens BNPL's role as a transformative force in digital finance (Kataria et al., 2024).

The growing relevance of BNPL is particularly evident within the context of a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) economy. Contemporary markets are characterized by economic instability, income volatility, rapidly

Integrating Technology and Management: A Study on Digital Leadership and Organizational Effectiveness

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Abstract

The rapid advancement of digital technologies has transformed the way organizations operate, creating a pressing need for the integration of technology and management practices. In this context, digital leadership has emerged as a critical capability for driving organizational effectiveness in dynamic and technology-intensive environments. This study examines the role of digital leadership in shaping organizational outcomes by focusing on its key dimensions, including technological competence, strategic vision, adaptability, innovation orientation, and people-centric leadership. Adopting a conceptual approach, the paper explores how digital leadership influences core aspects of organizational effectiveness such as employee engagement, operational efficiency, innovation performance, and strategic agility. It further highlights the importance of enabling factors such as organizational culture, digital infrastructure, and continuous skill development in strengthening the impact of digital leadership. The study also addresses the evolving nature of workforce expectations and the need for trust, collaboration, and alignment in digitally driven organizations. An integrative framework is proposed to establish the relationship between digital leadership competencies and organizational effectiveness within a volatile, uncertain, complex, and ambiguous (VUCA) environment. The findings suggest that organizations led by digitally capable leaders are better positioned to respond to change, foster innovation, and achieve sustainable growth. This study contributes to the growing discourse on digital transformation by offering a comprehensive conceptual understanding of digital leadership and its implications for organizational success. It also provides practical insights for managers and organizations seeking to enhance leadership capabilities and build resilience in an increasingly digital world.

Keywords

Digital Leadership; Organizational Effectiveness; Digital Transformation; Industry 4.0; Strategic Agility; Employee Engagement; Innovation Performance; Organizational Culture; Leadership Competencies; VUCA Environment

1. Introduction

The contemporary business environment is being fundamentally reshaped by the rapid proliferation of digital technologies, including artificial intelligence, big data analytics, cloud computing, and automation. These advancements have not only transformed operational efficiencies but have also redefined organizational structures, competitive dynamics, and value creation mechanisms. Digital transformation is no longer a strategic choice but a

necessity for organizations seeking to remain relevant and competitive in an increasingly interconnected and technology-driven world (Vial, 2019).

In this evolving landscape, leadership paradigms are undergoing a significant shift. Traditional leadership models, which primarily focused on hierarchical control and stability, are being replaced by more agile, adaptive, and technology-oriented approaches. This transition has given rise to the concept of digital leadership, which integrates

The Role of E-Commerce and Information Systems in Patient-Centered Care: Smart Healthcare Ecosystems

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Abstract

The digitalization of healthcare is rapidly changing the way patients are treated, as digital healthcare technology has created patient-centric health care ecosystems. The study investigates how eCommerce and information systems can improve the access to health care services, patient engagement, quality of health care services, and health care effectiveness. The research design for this study was a quantitative design, and a structured questionnaire was used to gather data from 210 healthcare consumers who have used digital health services like telemedicine, online pharmacies, eHRs, and mobile health applications. The data were analyzed using descriptive statistics and correlation analysis. The results showed that there was acceptance of Healthcare E-Commerce Services, Healthcare Information Systems, Patient Engagement, Service Quality, Patient Satisfaction and Smart Healthcare Ecosystem Effectiveness, with mean scores above 3.9 on a five-point scale. Correlation analysis revealed that there was a significant positive correlation between Healthcare E-Commerce Services and Smart Healthcare Ecosystem Effectiveness. This study finds that incorporating e-commerce platforms and information systems can enhance patient-centric healthcare delivery by providing greater access, convenience, and operational efficiency in contemporary smart healthcare ecosystems.

Keywords: Patient-Centered Care, Healthcare E-Commerce, Healthcare Information Systems, Smart Healthcare Ecosystems, Digital Health, Telemedicine

1. Introduction

The landscape of healthcare systems is evolving rapidly across the globe, with digital technologies and a patient-centered approach gaining momentum (Dang et al., 2021). Historically, healthcare care delivery has been primarily geared towards clinical results and provider decision-making (Umaya, 2024). But, the new context of healthcare is increasingly promoting patients as active partners in their care process (Marion et al., 2024). Patient-centred care focuses on providing individualised care, involving patients in decisions about their care, making care accessible, being transparent and engaging patients in the healthcare system on an ongoing basis (Abid et al., 2024). Digital technologies have proven to be vital enablers of this change (Maniou et al., 2026).

The advent of healthcare e-commerce platforms and healthcare information systems has paved the way for new possibilities to enhance the accessibility and efficiency of healthcare (Beyari, 2021). Healthcare

e-commerce consists of online pharmacies, teleconsultation platforms, digital appointment booking platforms, health insurance marketplaces, and wellness service platforms (Hermes et al., 2020). Additionally, health information systems enable the sharing, managing, and analysis of patient information among healthcare organizations (Song et al., 2019). These technologies have created smart healthcare ecosystems, where patients, healthcare providers, insurers, pharmacies, and healthcare organizations are connected via digital platforms (Suddala, 2025; Badawy, 2023; Ianculescu et al., 2025). Smart healthcare ecosystems rely on the integration of various technologies, including Internet of Things (IoT) devices, artificial intelligence (AI) analytics, cloud computing, mobile applications, and integrated health information systems, to provide personalised and proactive health services (Mohdhar & Shaalan, 2021; Ogenyi et al., 2026; Dutta, 2025). They enable real-time monitoring, predictive healthcare, and integrated care pathways to enhance patient experiences and outcomes, while making it easier to monitor,

AI-driven financial advisory and behavioral tax planning: A conceptual framework for intelligent FinTech ecosystems

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Abstract---Artificial Intelligence (AI) is rapidly transforming financial advisory and taxation systems through intelligent automation, predictive analytics, and personalized financial decision-making. Simultaneously, behavioral finance has highlighted how cognitive biases and irrational investor behavior influence financial planning and tax-related decisions. Despite growing adoption of AI-enabled financial technologies, limited research has integrated behavioral tax planning with AI-driven financial advisory within a unified conceptual framework. This study explores the opportunities and challenges associated with AI-driven financial advisory and behavioral tax planning in the evolving FinTech ecosystem. The paper adopts a conceptual research design based on secondary literature from the domains of artificial intelligence, behavioral finance, taxation, and digital financial services. The study examines the role of AI in portfolio optimization, behavioral bias reduction, tax planning efficiency, fraud detection, and financial inclusion. It further analyzes critical challenges relating to algorithmic bias, explainability, cybersecurity, ethical governance, privacy concerns, and regulatory uncertainty. Drawing upon Behavioral Finance Theory, Technology Acceptance Model (TAM), and Explainable Artificial Intelligence (XAI), the study proposes a conceptual framework

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Research Article

The Gambler as Consumer: Protection of Rights Within the Indian Digital Gaming Market

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Abstract: The rapid expansion of India's digital gaming industry has transformed online gaming into one of the country's fastest-growing digital markets. While technological innovation has increased accessibility and commercial opportunities, it has simultaneously created significant challenges relating to consumer protection, transparency, and algorithmic accountability. Traditional Indian gambling jurisprudence, primarily derived from the Public Gambling Act, 1867, was developed to regulate physical gambling establishments rather than sophisticated online platforms driven by artificial intelligence, behavioural analytics, and personalized marketing. Consequently, the existing legal framework inadequately addresses the rights of users who increasingly function as consumers purchasing digital gaming services rather than merely participants in gambling activities. This paper argues that the legal discourse should shift from determining the legality of gambling to recognizing gamblers as consumers entitled to statutory protection under the Consumer Protection Act, 2019. Applying behavioural economics, the paper demonstrates how online gaming platforms exploit predictable cognitive biases including loss aversion, present bias, sunk cost fallacy, optimism bias, and the near-miss effect through algorithmically designed interfaces. Such practices generate substantial information asymmetry between platforms and users, undermining informed consumer choice and fair contractual relationships. The study further examines how dark patterns, personalized targeting, and opaque algorithmic decision-making may constitute unfair trade practices and unfair contracts under the Consumer Protection Act, 2019. Comparative analysis with regulatory approaches adopted in the United Kingdom and the European Union demonstrates that consumer-centric regulation emphasizing algorithmic transparency, mandatory disclosures, affordability checks, and platform accountability provides a more effective framework than traditional criminal prohibition. The paper proposes the establishment of a specialized Gaming Ombudsman under the Central Consumer Protection Authority, mandatory algorithmic audits, standardized disclosure requirements, and legally enforceable rights to self-exclusion. It concludes that recognising gamblers as consumers represents a necessary evolution of Indian consumer jurisprudence capable of balancing digital innovation with constitutional values of fairness, transparency, and consumer welfare.

Keywords: Consumer Protection Act, 2019, Online Gaming, Unfair Trade Practices, Behavioural Economics, Algorithmic Transparency.

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INTRODUCTION

The digital economy has fundamentally transformed the manner in which consumers engage with commercial services, and the gaming industry represents one of the most significant beneficiaries of this technological evolution. Over the past decade, India has emerged as one of the world's fastest-growing digital gaming markets, driven by widespread internet penetration, affordable smartphones, digital payment infrastructure, and a young technology-oriented population. The rapid expansion of online gaming platforms has created an ecosystem in which millions of users participate daily in games involving elements of skill, chance, or a combination of both. These platforms generate substantial revenue through entry fees, in-app

A Study on Nature of Employment and Investment Preference for mutual funds

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Abstract: This study explores investors' attitudes, understanding, and behavior toward mutual fund investments. It examines how comfortable individuals are with investing in mutual funds, their awareness of how these investment instruments work, their perceptions of returns, and their willingness to invest more in the future. Data were collected from 431 respondents through a structured questionnaire. The findings reveal that respondents generally view mutual funds as a reliable and beneficial investment option. Many participants believe that mutual funds offer better returns than traditional savings avenues and help diversify investment portfolios. The study also shows that investors regularly monitor the performance of their investments and display a positive outlook toward increasing their mutual fund investments in the future. The results highlight the growing confidence of investors in mutual funds and underscore the importance of financial literacy in influencing investment decisions. These insights can help financial institutions and policymakers design strategies to encourage informed and responsible investment practices among a wider population.

Keywords: Nature, Employment, Investment, Preference, Mutual, Funds

1. Introduction

In recent years, mutual funds have become a preferred investment option for individuals looking to grow their savings while managing investment risk. Unlike traditional saving methods, such as savings accounts and fixed deposits, mutual funds offer the potential for higher returns and provide investors with access to professionally managed and diversified portfolios. As awareness of financial planning continues to increase, more people are exploring mutual funds as a means of achieving their long-term financial goals.

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A Hypothesis-Based Study of Rural and Urban Consumers' Attitudes and Purchase Intentions towards Grocery Applications in India

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Abstract: This study focuses on examining and comparing the attitudes and purchase intentions of rural and urban consumers toward grocery applications in India. By using a hypothesis-based approach, the research aims to identify the key factors that influence consumer behavior and determine whether significant differences exist between rural and urban users. This study is based on 539 responses on five points likert scale. The findings may help grocery application companies improve their services and develop better strategies for reaching different consumer groups across India. Also Purchase Intentions have significant association with Perceived usefulness towards Grocery Applications in India

Keywords: A Hypothesis-Based Study, Rural, Urban Consumers, Attitudes, Purchase Intentions, Grocery Applications, India

1. Introduction

The way people buy groceries in India has changed rapidly in recent years due to the growing use of smartphones, affordable internet services, and digital payment systems. Grocery applications have become a popular option for consumers who want a convenient

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Examining the Impact of Marital Status on Employee Motivation in the Workplace

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Abstract: Motivation is a key factor that influences how individuals perform, engage, and remain committed to their work. It serves as the driving force that encourages employees to initiate, sustain, and improve their work-related behaviours. In today's dynamic work environment, understanding employee motivational needs is essential for enhancing productivity, job satisfaction, and organizational effectiveness. This study aims to identify and rank the motivational factors that are most important to married and unmarried employees and to assess their overall levels of motivation in the workplace. A structured questionnaire consisting of ten motivational factors was developed using a Likert scale, and 400 respondents had ranked these factors according to their personal importance. The collected data were analysed using mean scores and t-tests to identify significant differences between the two groups. The findings of this study can provide valuable insights for employers, managers, policymakers, and organizations in designing more effective motivational strategies and workplace policies that address the diverse needs of married and unmarried employees.

Keywords: Employee Motivation, Workplace Engagement, Married Employees, Unmarried Employees, Workforce Management

1. Introduction

The word *motivation* originates from the Latin term *movere*, meaning “to move.” In the workplace, motivation is the force that drives individuals to act, remain engaged, and pursue their goals with enthusiasm. It transforms routine tasks into meaningful efforts and plays a crucial role in shaping employee behaviour and performance. According to Mitchell (1982), motivation is a psychological process that influences the initiation,

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Digital Vibes as Behavioral Catalysts: Quantifying Emotional Resonance and Technology Remittance

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Abstract

The current study examines emotional and behavioral experience known as digital vibes and how they predict a long-term migration of users into technology, i.e. how a user becomes emotionally attracted and connected to digital experiences and returns to them. The sample of 412 representatives of various demographic profiles was selected. The quantitative and qualitative techniques were used to examine latent constructs. Exploratory factor analysis (EFA) provided a three-factor variant with the following structure: emotional resonance, tech interaction, and privacy concern, covered a combined amount of 62.3 % of the total variance. A confirmatory factor analysis (CFA) showed a good model fit (CFI = 0.94, RMSEA = 0.06). Correlative models provided an association that was strongly positive ($r = 0.64$, $p < .001$) between digital vibe intensity and the behavior of remittance. Regression modeling also showed that digital vibe intensity significantly and most importantly predicted remittance to technology (0.53, $R^2 = 0.41$). These findings were supported in qualitative data, pointing at such themes as the so-called tech joy and digital anxiety. In combination, the evidence shows that digital affect can be regarded not only as measurable but

Artificial Intelligence, Investor Attention, and Market Efficiency: Evidence from Social Media–Driven Trading Activity in Emerging Markets

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Abstract

The proliferation of social media platforms and the growing sophistication of artificial-intelligence-based natural language processing (NLP) tools have created a new channel through which investor attention and sentiment propagate into asset prices, a channel with particularly pronounced effects in emerging markets, where information asymmetry, thinner analyst coverage, and higher retail-investor participation combine to make prices more sensitive to attention shocks than in developed markets. This paper reviews the theoretical and empirical literature connecting investor attention, social media sentiment, and market efficiency, synthesizing the foundational efficient-market and limited-attention frameworks with the growing body of evidence on social-media-driven trading activity extracted via AI and NLP methods. Particular emphasis is placed on comparative evidence from emerging

markets, where classical efficient-market benchmarks have historically performed inconsistently. The review examines search-volume and message-board attention proxies, Twitter- and internet-forum-based sentiment measures, AI-based textual sentiment classification methods, and the machine-learning asset-pricing literature that increasingly incorporates these signals. Comparative tables summarize the attention proxies, methodologies, and reported predictive findings across the reviewed studies. The paper concludes that AI-extracted social media attention measurably affects short-horizon trading activity and price behavior, particularly in emerging markets, in ways that complicate a strict interpretation of market efficiency, and identifies standardized cross-market sentiment benchmarking and causal identification as the central future research prospects.

Keywords: *Artificial Intelligence, Investor Attention, Market Efficiency, Social*

Power Dynamics in Professional Communication: An English Studies Perspective on Corporate and Legal Discourse

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Abstract

Professional communication in corporate and legal settings is not a neutral exchange of information but a site in which institutional power is continuously enacted, negotiated, and contested through language choice. Drawing on Critical Discourse Analysis (CDA), politeness theory, and genre analysis, this paper examines how power asymmetries between organizational actors, managers and subordinates, lawyers and clients, institutions and lay participants, are constructed and sustained through specific linguistic resources including modality, directive speech acts, hedging, turn-taking control, and lexical formality. The study synthesizes findings from corpus-based workplace discourse research, courtroom interaction analysis, and organizational communication studies to compare how power is linguistically indexed across corporate meeting talk, corporate email correspondence, and legal-institutional discourse (courtroom examination and legal documentation). A comparative methodology is described using discourse-analytic coding of directive strength, politeness strategy selection following Brown and Levinson's face-management framework, and genre-based structural analysis following Bhatia's move-structure approach, applied to workplace discourse corpora and courtroom transcript studies. Reported findings indicate that corporate power is more frequently encoded through indirectness, mitigated directives, and collaborative pronoun use that preserves an appearance of consensus, whereas legal-institutional power is more frequently encoded through direct control of turn allocation, restrictive questioning formats, and specialized register that limits lay participants' interpretive agency. The paper concludes by discussing the implications of these findings for professional communication training, plain-language legal reform, and the broader theoretical understanding of how institutional power operates through, rather than merely alongside, language.

Keywords: Power Dynamics, Professional Discourse, Critical Discourse Analysis, Politeness Theory, Corporate Communication, Legal Discourse, Genre Analysis, Institutional Talk.

I. Introduction

Language is the primary medium through which institutional power is exercised, negotiated, and made visible in professional settings, yet this power is rarely enacted through overt commands alone; it is instead woven into the routine linguistic choices that participants make in meetings, emails, courtroom exchanges, and legal documents [1]. Critical Discourse Analysis (CDA), as developed by Fairclough, treats discourse as a form of social practice that both reflects and reproduces existing power relations, arguing that ideological effects are achieved not through explicit assertion but through the naturalization of particular linguistic patterns that come to seem neutral or common-sense within an institutional setting [2]. This theoretical orientation positions professional communication research within English Studies as directly relevant to understanding organizational and legal power, since the linguistic surface of workplace and courtroom talk is itself a site of power's operation rather than a transparent window onto power relations located elsewhere.

Within corporate settings, power asymmetry manifests through a range of linguistic devices that regulate whose contributions are heard, how directives are issued and complied with, and how disagreement is managed. Politeness theory, as formulated by Brown and Levinson, provides a foundational analytic framework for understanding how speakers mitigate face-threatening acts, such as directives, criticism, or refusals, through

Digital Parenting in the AI Era: Managing children's technology use through Smart AI devices

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Abstract:

The rapid advancement of Artificial Intelligence (AI) and wide-spread adoption of smart AI-enabled devices have transformed the way children learn, communicate, and engage with digital environments. While these technologies offer significant educational, cognitive, and social benefits, they also present challenges related to excessive screen time, privacy concerns, exposure to inappropriate content, cyber risks and reduced face-to-face interactions. Digital parenting has appeared as a critical approach for guiding children's responsible and safe use of technology in the AI era. This study explores the role of parents in managing children's technology use through smart AI devices such as smartphones, tablets, smart speakers, virtual assistants, educational application, and AI-powered learning platform. This study examines parental awareness, digital literacy, monitoring practices, communication strategies, and establishment of healthy technology boundaries. It further investigates how AI-based parental control tools, content filtering systems, and usage-monitoring applications can support effective digital parenting. Findings suggests that proactive parental involvement, digital literacy enhancement, and the ethical use of AI technology contribute significantly to fostering responsible digital behaviour among children. A sample of 339 was collected to identify the result of the study. The factor influencing Digital Parenting in the AI Era are AI-based Parental monitoring, Digital Literacy of Parents, Parent & Child digital communication and AI-assisted learning and education benefits.

Keywords: Digital parenting, Artificial Intelligence, Smart AI devices, Parental monitoring, digital literacy, online safety

Introduction

In present era, Artificial Intelligence and smart AI devices have become important part of our lives, it has become crucial for parents to get adapted to informed and balanced approach to digital parenting. This work highlights the requirements for complete digital literacy programs and policies for supporting parents in the management of the digital engagement of children. By developing a collaborative effort among parents, educators and policymakers, system can connect with the advantages of technology and mitigate the potential risks. Integrating artificial intelligence and smart AI device into household is offering opportunities as well as challenges in parenting. While such technologies can improve learning and development of children, they also require better awareness and involvement of parents. By addressing conflicts that arise from digital usage and bridge the digital divide are important steps that ensures that Artificial intelligence and smart devices make positive impact on the family (Agomoh, Clara & Ifeoma, 2024). It is indicated that Artificial Intelligence is not just a tool of entertainment, it has become integrated into routines of family. It is revealed that digital communication provides multi-sensory experience supporting development of language, mainly when parents guide them. However, the efficacy is dependent highly on meditation of parents. Their Artificial intelligence literacy appears as a main variable that make direct impact on the efficacy of such meditation strategies. It is also emphasised that a knowledge gap among parents with regards to principles of Artificial Intelligence that constrains the usage of smart technologies as

The Role of Law in Advancing Women's Economic Empowerment in India

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Abstract

Women's economic empowerment is a major part of the ongoing debates related to development and human rights in India today. Neither the translation of constitutional equality guarantees into economic outcomes let alone outcomes for women nor the increasing number of protective laws has been uniform or easy to determine, but remains subject of debate. This paper covers the backdrop provided by the constitutional provisions, labour legislations, property rights, anti-discrimination law and the Supreme Court jurisprudence in matters of women's economic, social and financial participation in India. It examines the shortcomings between formal legal protection and the socio-economic reality that exists on the ground with a special focus on informal protection; enforcement gaps; and intersectional disadvantage. Overall, in the paper, the author has suggested that, though law is an indispensable cornerstone for women's economic empowerment, it remained inadequate in isolation and thus in nature; hence, we need a more coordinated/cumulative approach that should encompass an empowering approach to social policy, simultaneously with legislative/reform measures and a proper institutional machinery.

Keywords: Women's economic empowerment, Indian labour law, constitutional equality, property rights, gender discrimination, judicial activism.

1. Introduction

Economic empowerment the capacity of individuals to participate in, contribute to, and benefit from economic processes on equal terms is widely recognized as foundational to gender equality and human development. In India, the question of how law enables or constrains women's economic participation is particularly urgent, given the country's demographic size, its aspirations as a rapidly developing economy, and the persistent structural disadvantages faced by women across caste, class, religion, and geography.

However, the difference between the idealized architectural design and reality is enormous. This review analyzes the legal tools used to promote women's economic empowerment and evaluates their impact, based on the judicial analysis and empirical research, identifies areas with gaps that lack sufficient tools or whose current tools are ineffective as intended, and offers pathways for reform. After this introduction the paper moves on to six parts: the law following the introduction is dealt with in Part II; the contributions of the judiciary are considered in Part III; property and inheritance rights are covered in Part IV; structural limitations are critically discussed in Part V; policy suggestions are offered in Part VI.

Regulatory Challenges and Compliance Strategies for Startups in Dynamic Business Environments

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Abstract

Startups operate in highly dynamic business environments characterized by rapid technological innovation, evolving market conditions, globalization, and continuous regulatory changes. While startups drive economic growth, innovation, and employment generation, they often face significant challenges in navigating complex legal and regulatory frameworks. Compliance requirements related to taxation, data privacy, intellectual property protection, labor laws, environmental regulations, financial reporting, and industry-specific standards can impose substantial operational and financial burdens on emerging enterprises. Failure to address regulatory obligations may result in legal penalties, reputational damage, reduced investor confidence, and business discontinuity. This paper examines the major regulatory challenges encountered by startups and proposes strategic compliance frameworks that enable sustainable growth while maintaining regulatory adherence. The study analyzes the impact of changing regulations on startup operations, investment decisions, risk management, and organizational development. Furthermore, it explores the role of compliance technologies, governance structures, risk assessment mechanisms, and proactive regulatory monitoring in enhancing organizational resilience. The proposed framework integrates regulatory intelligence, compliance automation, stakeholder engagement, and adaptive governance practices to support startups operating in uncertain business environments. The findings indicate that startups adopting structured compliance strategies achieve improved operational efficiency, reduced legal risks, enhanced investor trust, and greater long-term sustainability. The study contributes practical insights for entrepreneurs, policymakers, and investors seeking to strengthen regulatory preparedness within rapidly evolving business ecosystems.

Keywords: Startup Compliance; Regulatory Challenges; Business Regulations; Regulatory Risk Management; Corporate Governance

I. Introduction

Startups have emerged as powerful drivers of innovation, economic growth, technological advancement, and job creation across global economies. By introducing disruptive products, services, and business models, startups contribute significantly to market competitiveness and industrial transformation. The increasing accessibility of digital technologies, cloud computing, artificial intelligence, fintech solutions, and global communication networks has lowered barriers to entry, enabling entrepreneurs to launch and scale businesses at unprecedented

From Innovation to Intention: How Green Brand Innovativeness Influences Sustainable Buying Behaviour in Urban Markets

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Abstract

Purpose

This study investigates how green brand innovativeness (GBI) influences sustainable buying behaviour among urban consumers by examining the mediating roles of green brand associations (GBA) and green brand attitude (GBATT). The study addresses an important gap in green marketing literature by explaining the psychological mechanisms through which eco-innovation translates into green purchase intention (GPI).

Design/Methodology/Approach

A quantitative, cross-sectional research design was adopted. Data were collected through a structured questionnaire from 365 urban consumers with prior experience purchasing green products. Structural equation modelling (SEM) using AMOS was employed to test the hypothesized relationships and mediation effects.

Findings

The findings reveal that green brand innovativeness does not directly influence green purchase intention. Instead, its impact is fully mediated through green brand associations and green brand attitude. Consumers are more likely to develop purchase intentions when eco-innovation strengthens favourable brand meanings and positive environmental evaluations.

Research Limitations/Implications

The study relies on self-reported cross-sectional data collected from urban consumers, which limits causal inference and generalizability. Future studies may adopt longitudinal designs, comparative rural–urban samples, and behavioural purchase data.

Practical Implications

Managers should focus not only on developing eco-innovative products but also on communicating sustainability initiatives in ways that build strong green associations and positive brand attitudes. Green innovation must be embedded into meaningful brand narratives to influence sustainable buying behaviour.

Originality/Value

The study contributes to green branding literature by positioning green brand innovativeness as an indirect behavioural driver operating through cognitive and affective mechanisms. It extends sustainable consumption research by integrating branding perspectives into the innovation–purchase intention relationship.



Sustainable Leadership and Long-Term Business Performance: A Conceptual Study

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Abstract

In an era marked by environmental challenges, social responsibility, and heightened governance expectations, organizations are increasingly prioritizing sustainable value creation over short-term profitability. This conceptual study examines the role of sustainable leadership in enhancing long-term business performance. Sustainable leadership transcends traditional leadership approaches by embedding economic, environmental, and social considerations into strategic decision-making processes. The study synthesizes extant literature to propose an integrative framework that links sustainable leadership dimensions—such as ethical orientation, stakeholder engagement, innovation capability, and resource stewardship—with organizational resilience and sustained competitive advantage. Drawing on theoretical foundations including stakeholder theory, the triple bottom line approach, and the resource-based view, the paper argues that sustainable leadership significantly contributes to improved financial stability, corporate reputation, and long-term organizational success. Additionally, the study identifies critical enablers and challenges influencing the adoption of sustainable leadership practices across organizations. By addressing existing research gaps, this paper contributes to the evolving discourse on responsible and sustainability-oriented leadership and provides actionable insights for managers and policymakers seeking to align organizational performance with sustainable development goals. The proposed framework also lays the groundwork for future empirical validation.

Keywords: Sustainable Leadership; Long-Term Business Performance; Stakeholder Theory; Triple Bottom Line; Resource-Based View; Organizational Resilience; Corporate Sustainability; Ethical Leadership; Strategic Management; Sustainable Development Goals (SDGs).

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Introduction

In the contemporary business landscape, organizations are increasingly confronted with complex challenges arising from environmental degradation, social inequality, and heightened governance expectations. These evolving pressures have necessitated a shift from traditional profit-centric models to sustainability-driven approaches that emphasize long-term value creation. In this context, sustainable leadership has emerged as a critical determinant of organizational success, enabling firms to balance economic performance with

environmental stewardship and social responsibility (Iqbal et al., 2020; Khan et al., 2021; Lee, 2023).

Sustainable leadership is conceptualized as a leadership approach that integrates ethical governance, stakeholder inclusivity, and long-term strategic orientation to foster enduring organizational performance (Avery & Bergsteiner, 2011; Gerard et al., 2017). Unlike conventional leadership paradigms that focus primarily on short-term financial gains, sustainable leadership promotes resilience, innovation, and responsible resource utilization (Islam et al., 2022). Recent studies

**DIGITALIZATION AND EMPLOYEE PRODUCTIVITY: THE MODERATING
EFFECT OF TRANSFORMATIONAL AND TRANSACTIONAL LEADERSHIP**

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Abstract

With an emphasis on the moderating effects of transformational and transactional leadership styles, this learning investigates how employee productivity is precious by digitalisation. Organisations are liable more and more on digital technologies to recover performance and efficiency in today's technologically advanced world. The study uses a quantitative research design, gathering primary data from workers in particular industries using a standardised questionnaire. The optional hypotheses are tested using statistical methods counting regression, moderation analysis, correlation, and descriptive analysis. The results show that staff productivity is significantly better-quality by digitalisation. Productivity is definitely impacted by both transactional and transformational leadership philosophies, with transformational leadership having a greater impact. Moreover, the moderation study verifies that the link between staff productivity and digitalisation is improved by leadership styles. The study originates to the deduction that exploiting the advantages of digital transformation and enhancing overall organisational performance require strong leadership.

Key Words: Digitalization, Employee Productivity, Transformational Leadership, Transactional Leadership, Organizational Performance & Technology Adoption

1. Introduction

Innovative Teaching Strategies and their Impact on Learning Outcomes in Higher Education

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Abstract: The use of new instructional tactics has changed the face of higher education through fostering student centred learning, better interaction and better performance. The present paper examines the impact of newer teaching and learning strategies on learning outcomes of higher education education, and the research question is what type of instructional strategies (i.e., active learning, blended learning, flipped learning, collaborative learning, project-based learning, gamification, technology enhanced instruction, etc.) can influence learning outcomes. A positivist philosophy and deductive quantitative research methodology was used. The data collected included 200 undergraduate and postgraduate students in institutions of higher learning, using structured questionnaires to aid in the data collection. Descriptive statistics, Pearson correlation analysis and multiple regression analysis were used to analyse data obtained using SPSS. The findings revealed that the students were positive about the innovative teaching strategies, technology enhanced learning and collaborative learning were rated highest. The statistical results had indicated that there were significant positive relationships between innovative teaching strategies and learning outcomes that comprised: student engagement, academic performance, knowledge retention, critical and communication abilities and problem-solving skills. Another finding of the regression analysis was the fact that technology enhanced learning had been the most effective predictor of improved learning outcomes. The study concludes that the effective application of the innovative teaching practices increase the quality of the acquired education and help to attain the needed graduate competencies. It also presupposes an additional investment in digital technologies, the training of faculty and learner-focused pedagogies to improve the quality of teaching and academic outcomes of post-secondary education.

Keywords: Innovative Teaching Strategies, Higher Education, Learning Outcomes, Student Engagement, Technology-Enhanced Learning

I. Introduction

Technological development, shifting workforce demands and shifting once again learning habits among students have changed the institutions of higher learning at an unbelievable rate. The traditional teaching techniques of lectures are being complemented or otherwise replaced by newly developed sorts of teaching techniques that provide involvement of students, critical thinking, encouragement of group work and pragmatism in learning [1]. These are the strategies that are destined to build student based learning processes where students are not supposed to be consumers of knowledge, rather they are supposed to give contributions towards the learning process. The issue of innovativeness in teaching has emerged as a strategic concern because of the demand by universities to increase the quality of education provided and provide the graduates with skills that will enable them survive in the competitive global world economy [2]. Indeed, the innovative teaching strategies are quite wide-ranged, using all the packages of instruction that include flipped classroom, problem-based learning, project-based learning, blended learning, collaborative learning, gamification and technology-enhanced instruction. The strategies are engaging to students in interactive, problem-based learning, and online, as they are stimulated to engage more in course materials. Creative instructional strategies may equally boost academic results and develop transferable abilities required in spheres of communication, teamwork and inventiveness, and critical thinking through their encouragement of more interaction and autonomous learning [3]. Despite this growing trend of adopting such teaching strategies, research on their effectiveness in improving the learning outcomes is still in the process of being funded. The effectiveness of the new teaching practice could be influenced by the institutional resources, experience of instructors, technology, student preparedness, as well as curriculum decisions. Furthermore, the issues related to implementation, assessment and pedagogical change resistance are also problematic to teachers most of the time. The interpretation of the impacts of such strategies on student learning is thus critical in making informed learning decisions. This study will visualize the effect that innovative methods of teaching can have on the learning outcome in higher education. It analyzes the association between the modern instructional practices

Strengthening Employee Assistance and Organizational Psychological Support in Indian Information Technology Firms: Strategies, Challenges, and Practical Solutions

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ABSTRACT

Employee Assistance Programs (EAPs) and broader organizational psychological-support systems are fast becoming prime people strategy in India's IT sector. In this article, the author surveys EAPs and broader psychological support in terms of design, provision, and integration in India's top IT companies: TCS, Infosys, Wipro, HCL Tech, Tech Mahindra, LTI Mindtree, Mphasis, Persistent Systems, Zoho, and Cognizant. The paper examines enablers and inhibitors of successful EAPs and broader psychological support implementation, and recommendations to HR leaders. The key results show that large Indian IT firms now routinely combine EAP counselling (tele/onsite) with digital wellbeing tools, manager enablement and peer programs – and take up & demonstrable impact are constrained by mental health stigma, low awareness & comms breakdown, confidentiality concerns, underfunding & prioritisation of spend, lack of synchronization with workforce priorities, lack of integration of HR& wellness strategy, schedule & accessibility constraints, and short term focus. Embedding EAPs in employee life cycle management, learning & development, health & wellness initiatives, occupational health & safety, DEI programmes, digital workplace tools, health insurance & benefits and crisis management plan guarantees materially higher take up & organizational value.

Keywords: Employee Assistance Programs (EAPs), organizational psychological support, mental health, Information Technology (Indian IT) sector, digital wellbeing tools, DEI initiatives

INTRODUCTION

Indian IT sector plays a key role in the country's economic development, innovation, success, and global competitiveness. The sector provides large-scale employment opportunities to millions of young, energetic, and educated workforce usually expected to work at irregular times because of customer deadlines in varying time zones, heavy load of analysis and thinking, fluctuating workloads, failure in projects, successful development of projects concerns, fast changes in

technology, completion of projects with tight schedule and challenging deadlines to meet along with repeated organizational changes. The whole scenario builds up extensively in contributing to employees' adverse physical, as well as mental health, maximizing their psychological risks in terms of stress, burnout, anxiety, and sleep disturbances, impacting individual well-being and organizational measures such as absenteeism, and attrition. To manage such issues, IT organizations implemented Employee Assistance Programs (EAPs) and wider psychological- support measures for reducing people associated risk and meaningfully contribute to wellbeing strategies.

It was initially initiated in 1940s in United States of America after World War II wherein focus was mainly on addressing alcoholism and substance abuse in the workers. In later 1960s and 1970s, it expanded to include mental illness, counseling, family and financial stress. It became Strategic HR and wellness initiative linked with improving productivity, retention and lowering attrition of workers in 1980s onwards.

The early introduction of EAP in India can be traced back to 1990s and 2000s where Multinational Corporations established their operations in India after liberalization in 1991. During late 1990s, there was a boom in IT outsourcing, BPOs and call centres where employees were exposed to night shifts, achievement of tough targets, difficult customers to deal with and mismatch in the culture while dealing the western clients. This resulted in high level of stress, attrition, and burnout amongst the employees and strong need was felt to deal with these issues. To combat these problems, organizations started offering informal helplines, workshops on yoga, meditation, stress handling and colleague support systems. Though these initiatives were not formal introduction to EAPs but laid foundation for it.

It was in early 2000s, PPC World, one of early International EAP firms with its root in UK since 1980s



Article

A Systematic Literature Review on Effect of Environmental Regulation on A Firm's Performance

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Abstract: In recent times, the effect environmental regulations have on firm performance has garnered significant attention amongst the academic literature as well as policy circles. We identified key research agendas to synthesize the studies and find a) the effect of stringent environmental interventions on firm's performance b) the influence of moderating factors of environment regulation such as industry characteristics and region on firm performance, and c) future research gaps. The essential objective is to reduce the possibility of prejudgment and to promote clarity throughout the entire review process by relying on precise evidence and to evaluate the caliber of the included studies. With the help of an exhaustive systematic literature review along with analysis of already existing literature, we have examined and cross-related 49 papers which have been published in Scopus database over the period of 2006-2024. The findings showed that a dominantly positive relationship between environment regulation and firm performance. This review contributes to a clear and novel understanding of the ways environmental regulations can shape firm behavior and its performance, offering implications for both theoretical development and managerial practice in the realm of sustainable business strategies.

Keywords: environment regulations; firm performance; Industrial Growth; emissions; firm behavior; environmental law.

INTRODUCTION

There is significant discussion and view of the most suitable and notable environmental regulatory norms to keep the industry under certain checks. Broadly, the effects of these regulations can be classified into positive and negative behaviors (Xiaoting *et al.*, 2022). This can have an impact on the firms "performance" and "productivity" as well. The literature and surveys on firm performance focus on R&D intensity on the corporate profit rate (Chen *et al.*, 2022), the changing behaviors of firms, the aggregated environmental and economic performance, and other parameters that are affected

by environmental regulation, both industrial and regional (Li and Li, 2022). For the purpose of this paper, ER shall be used as an abbreviation to Environmental regulation.

In view of performance, Porter Hypothesis suggests ER leads to an increase not only in firms' development (R&D) investment but it's innovation level too (Xiaoting *et al.*, 2022). It emphasizes that firms' productivity is improved; however, rigorous and increased ER can negatively impact FP. (Li and Li, 2022) Therefore, it becomes essential for studies to explore the effects ER have on firms' behavior and then guide the government in making suitable regulations.

From Data to Desire: The Role of Predictive Analytics in Shaping Consumer Behavior

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ABSTRACT

The rapid advancement of digital technologies has transformed the way organizations understand, engage, and influence consumers. Predictive analytics, powered by artificial intelligence (AI), machine learning, and big data technologies, has emerged as a strategic capability that enables organizations to anticipate consumer preferences, personalize customer experiences, and optimize marketing decisions. By analyzing vast volumes of consumer data, businesses can identify behavioral patterns, forecast future actions, and develop targeted interventions that enhance customer engagement and competitive advantage. Consequently, organizations are increasingly shifting from reactive marketing approaches toward proactive and data-driven consumer relationship management.

This study adopts a conceptual review approach to examine the role of predictive analytics in shaping consumer behavior and transforming consumer data into consumer desire. Drawing upon the Stimulus–Organism–Response (S-O-R) theory and insights from consumer decision-making literature, the study develops an integrated conceptual framework that explains how predictive analytics influences consumer behavior through the mediating roles of personalization and consumer desire. Furthermore, consumer trust is incorporated as a moderating variable that strengthens the effectiveness of predictive analytics-driven consumer interactions.

The study synthesizes existing literature from predictive analytics, artificial intelligence, consumer psychology, and digital marketing to explore the mechanisms through which predictive technologies influence consumer perceptions, preferences, and purchasing decisions. The findings suggest that predictive analytics extends beyond forecasting future behavior and actively contributes to shaping consumer desires through personalized recommendations, targeted advertising, customer segmentation, and real-time engagement strategies. The paper further highlights the managerial value of predictive analytics in enhancing customer relationship management, marketing effectiveness, and organizational competitiveness.

In addition, the study discusses emerging ethical challenges associated with predictive consumer analytics, including data privacy, algorithmic bias, transparency, explainability, and consumer autonomy. The paper contributes to the growing body of knowledge by integrating technological, behavioral, and ethical perspectives into a unified framework and identifying future research opportunities related to Generative AI, Explainable AI, consumer trust, and next-generation predictive technologies. The study concludes that predictive analytics is not merely a forecasting tool but a strategic enabler that transforms data into meaningful consumer insights, thereby shaping consumer desire and influencing behavioral outcomes in contemporary digital marketplaces..

Keywords: Predictive Analytics; Consumer Behavior; Artificial Intelligence; Personalization; Consumer Trust; Consumer Desire; Digital Marketing; Purchase Intention...

Integrating Law, Technology, And Behavioral Insights:A Multidisciplinary Approach To Advances In Consumer Research

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ABSTRACT

Consumer research has historically been siloed within the boundaries of economics, psychology, and marketing. However, the convergence of digital technology, evolving legal frameworks, and advances in behavioral science has created a compelling imperative for a multidisciplinary synthesis. This paper examines how law, technology, and behavioral insights can be systematically integrated to produce a more comprehensive understanding of consumer behavior, decision-making, and market outcomes. Drawing on cognitive psychology, behavioral economics, regulatory jurisprudence, and data-driven research methods, the paper identifies theoretical synergies and practical applications across domains including digital platform governance, algorithmic nudging, privacy law, and consumer protection regulation. The analysis reveals that neither legal frameworks nor technological affordances nor behavioral models, when applied in isolation, are sufficient to address the complexity of contemporary consumer environments. Rather, an integrative approach—one that marshals legal accountability, technological transparency, and behavioral insight simultaneously—offers the most robust foundation for advancing consumer welfare. The paper concludes by outlining a research agenda for multidisciplinary consumer scholarship and proposing design principles for policy interventions that leverage all three domains. Implications for regulators, platform designers, and consumer advocates are discussed...

Keywords: consumer behavior, behavioral economics, consumer protection law, digital platforms, algorithmic nudging, privacy regulation, multidisciplinary research, decision architecture, behavioral insights, technology governance.

INTRODUCTION:

Consumer research has never been more consequential—or more contested. The digital transformation of commerce, the proliferation of data-intensive platforms, the growing sophistication of persuasive technologies, and the rapid evolution of consumer protection law have collectively produced a research landscape of staggering complexity. Traditional disciplinary silos, each with their own epistemological assumptions and methodological repertoires, are increasingly inadequate to the task of understanding, explaining, and improving consumer welfare in this environment. What is needed, this paper argues, is a systematic multidisciplinary synthesis: one that brings together the accountability mechanisms of law, the explanatory and predictive power of behavioral science, and the analytical and design capabilities of technology.

The case for integration is both theoretical and practical. Theoretically, law, technology, and behavioral science each capture distinct and partially overlapping aspects of

consumer experience that no single discipline can fully encompass. Law specifies rights and duties, creates incentive structures, and operationalizes normative commitments about how markets ought to function (Sunstein, 2014). Technology shapes the information environment, designs the choice architectures within which consumers act, and generates the data that makes empirical consumer research possible (Acquisti et al., 2016). Behavioral science—particularly behavioral economics and cognitive psychology—maps the cognitive, emotional, and social processes through which consumers form preferences, make decisions, and respond to environmental cues (Thaler & Sunstein, 2008). The integration of these three perspectives creates a richer, more nuanced, and more policy-relevant account of consumer behavior than any single discipline can provide.

Practically, the urgency of integration has been demonstrated by a series of high-profile failures in consumer markets that no single discipline has been equipped to prevent or fully explain. The spread of dark patterns in digital user interfaces—design techniques that

Access to Justice and Legal Aid Systems: Contemporary Challenges in Inclusive Governance

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Abstract

In the last few decades, Access to Justice has emerged as one of the fundamental principles of democratic rule of law and governance. But in both developed and developing countries millions are effectively barred from the legal system by financial, geographical, cultural and linguistic barriers and information. This paper, an overview, draws together empirical and theoretical research work on legal aid system and traces the profile of current challenges in the provision of inclusive law services. The paper will combine analysis of eight jurisdictions (Sweden, Germany, the United Kingdom, the United States, India, Brazil, South Africa and Nigeria) for state-funded models, mixed public-private schemes and tech-enabled innovations. It specifies seven different categories of structural barriers and analyses their mitigation potential from regulatory, institutional and technological lines of action. The paper also examines current challenges arising from 4IR, such as artificial intelligence (AI) supported applications and online mediation and arbitration (ODR) and their impact on the provision of justice in an equitable manner.

Keywords: access to justice; legal aid; inclusive governance; online dispute resolution; rule of law; legal technology; comparative legal systems

1. Introduction

Applying a broader definition, access to justice as the ability to obtain a remedy, through formal and informal systems of justice, is increasingly acknowledged as a prerequisite for sustainable development, democratic legitimacy and human rights protection. The 2030 target of SDG 16.3: “Promote access to justice for all, on the basis of equality, effectively establish consultation mechanisms and provide access to financial and legal services for low-income households and vulnerable individuals, while dismantling obstacles in consultation and dispute resolution processes, including at the national level, explicitly states that justice systems shall be an enabler of social equality and the public shall have access to justice”.

Nevertheless, the international justice gap is mighty. The World Justice Project, in its Rule of Law Index has consistently found that over 5 billion people around the world suffer a deficiency in access to justice. While in low-income countries lower courts may be geographically out of reach, are procedurally unclear, linguistically barriering, and cost prohibitive. Systems of legal aid in wealthy democracies have been dwindling over the years owed to legal aid reductions on austerity policies, which has significantly reduced access for low and middle income persons.

ESG Norms and Sustainable Corporate Governance: Contemporary Challenges in Accountability and Compliance

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Abstract

The notion of Environmental, Social and Governance (ESG) has shifted from its edges into the very heart of today's governance debate. The norms which were once regarded primarily as a voluntary add-on to business models are increasingly emerging as binding business standards to be observed, and finding their way into an expanding network of nationally and trans-nationally enacted regulatory measures. But this development has not been an easy one. Enforcement is continuing to be patchy, and companies' responses are varied from heartfelt transformation to 'impression management'. This paper explores the theoretical framework of ESG in corporate governance, reviews the history of the international and domestic regulatory landscape, and discusses the key issues which impede proper accountability and compliance. It explores the structural shortcomings of existing ESG reporting and disclosure frameworks, the legal nature of any enforcement left to the church, greenwashing, social washing, shareholder primacy and stakeholder-hearing governance frameworks, and the specific vulnerabilities of emerging markets like India in facing this fast changing landscape. The paper proposes a concept of meaningful ESG integration, which would require greater disclosure, a change in how corporate purpose is defined with a view to truly value or interests-based integration, and a more effective judiciary and regulatory framework. Based on a combination of doctrinal analysis, comparative regulatory study and empirical research, the paper suggests that additional disclosure is not sufficient to achieve meaningful integration and that meaningful integration calls for a fundamental reorientation of the corporate purpose, reinforced by robust judicial and regulatory frameworks and independent verification infrastructures. The paper ends with a series of reform suggestions addressed at the regulators, corporate boards, and international standard setters.

Keywords: ESG, Corporate Governance, Sustainability, Accountability, Greenwashing, Disclosure, Compliance

1. Introduction

The world's economic system is right now shifting a stealthy but powerful emphasis on the connection between Business Company and social welfare. For most of the 20th century, the established view of a corporation was that it functions to promote the interests of a narrow interest group by maximizing the value of the shares it holds. Until the 20th century, the prevailing corporate theory was that the purpose of a corporation is to maximize the value of the share held by a small group of shareholders, and that environmental and social issues are seen as compliance worries or public relations concerns. This paradigm is now coming under strain.

Research Article

Managing Change and Transitions in Family Businesses

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Abstract: This study examines how family businesses in India manage change and transitions, emphasizing the diversity in governance needs and interests among these firms. Applying social systems theory, we assessed the impact of family involvement, organizational complexity, and generational control on adopting governance mechanisms like family councils and protocols. Our findings highlight four types of family firms: founder-centric, protective, consensual, and business-evolved, each with distinct governance strategies. Founder-centric firms rarely separate ownership and management roles, whereas protective firms, often in later generations, begin to implement succession protocols. Consensual firms, characterized by active family management and less concentrated ownership, widely adopt councils and protocols. In contrast, business-evolved firms, with concentrated ownership and non-family CEOs, show minimal governance structures. These insights underscore the varied approaches family businesses take to navigate change and transitions, suggesting that tailored governance practices can effectively address the specific challenges faced by different family firm types.

Keywords: Family Business Governance Mechanisms Generational Control Firm Size Cross-sectional Analysis.

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INTRODUCTION

Family businesses are often seen as the backbone of many economies, contributing significantly to employment, innovation, and wealth creation. However, these enterprises face unique challenges, particularly when managing change and transitions across generations. This study explores how family businesses in India navigate these transitions, focusing on the diversity of governance mechanisms they employ to ensure continuity and harmony.

Managing change in family businesses involves addressing both business-related and family-related issues, which are often intertwined. The complexity of these enterprises arises from the dual system they operate within: the business system and the family system. Each system has its own dynamics, goals, and challenges, and the intersection of these systems can create conflicts or synergies, depending on how well they are managed.

Family governance mechanisms, such as family councils and protocols, play a crucial role in managing these transitions. These mechanisms provide structured ways to address issues related to ownership, management, succession, and family harmony. The adoption and effectiveness of these mechanisms can vary widely among family businesses, influenced by factors such as family involvement in ownership and management, the complexity of the family and organizational structure, and the generation in control.

Social systems theory provides a useful lens through which to understand these dynamics. According to this theory, the basic elements of a family and a business system are acts of communication. Effective governance mechanisms facilitate communication, helping to bridge the gap between the family and business systems. This study draws on social systems

BUY NOW PAY LATER (BNPL) SERVICES AND CONSUMER SPENDING BEHAVIOR: AN EMPIRICAL STUDY IN EMERGING MARKETS

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ABSTRACT

Buy Now Pay Later (BNPL) services have emerged as a disruptive financial innovation, particularly in emerging markets where access to traditional credit remains limited. This study examines how BNPL usage affects consumer spending behavior, impulse buying tendencies, and financial stress among 312 active BNPL users across three major emerging economies — India, Indonesia, and Brazil. A quantitative, cross-sectional survey design was employed, and data were analyzed using Structural Equation Modeling (SEM) via AMOS 24.0. The results indicate that BNPL usage significantly increases consumer spending ($\beta = 0.52, p < 0.001$) and impulse buying ($\beta = 0.39, p < 0.01$), while also generating moderate financial stress ($\beta = 0.31, p < 0.05$). Financial literacy was found to negatively moderate the BNPL–financial stress relationship ($\beta = -0.24, p < 0.05$), and income level moderated the BNPL–spending relationship ($\beta = 0.18, p < 0.05$). These findings highlight the dual nature of BNPL as both a financial inclusion enabler and a potential source of consumer financial vulnerability. The study contributes to the growing body of fintech-driven credit literature by providing empirical evidence from emerging market contexts, and offers policy recommendations to promote responsible BNPL frameworks.

Keywords: *Buy Now Pay Later (BNPL), Consumer Spending Behavior, Fintech, Emerging Markets, Digital Credit, Impulse Buying, Financial Literacy, Over-Indebtedness, Structural Equation Modeling, Payment Innovation*

1. Introduction

The global financial landscape has undergone profound transformation driven by the rapid advancement of financial technology (fintech). Among the most significant innovations is the Buy Now Pay Later (BNPL) model, which allows consumers to make immediate purchases and defer payments over time, typically interest-free when installments are honored (Gabor & Brooks, 2017; Jiang & Dukes, 2022). This alternative credit model has gained considerable traction across emerging markets, where access to conventional credit facilities such as credit cards remains structurally limited.

RESEARCH ARTICLE | JANUARY 30 2026

Are rural and urban consumers equally prepared for cryptocurrency adoption? Unveiling insights through the lens of the UTAUT3 model

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Purpose

Cryptocurrency adoption is a rapidly growing phenomenon, enabling transactions across borders and reducing the need for intermediaries. However, the adoption of cryptocurrency by investors is still in its early stages. Accordingly, the study examines the factors impacting consumer behavior towards cryptocurrency adoption for transactions by comparing urban and rural contexts through the “unified theory of acceptance and use of technology (UTAUT3)” model.

Design/methodology/approach

This article consists of two cross-sectional surveys: Study R has 398 rural investors, whereas Study U contains 405 urban investors to examine cryptocurrency adoption. Furthermore, data analysis was conducted using the “partial least squares-structural equation modeling (PLS-SEM)” technique.

Findings

The results concluded that performance expectancy, social influence and hedonic motivation positively influence intention and use behavior towards cryptocurrency adoption. In contrast, effort expectancy insignificantly influenced intention and use behavior in Study U. Additionally, innovativeness and financial literacy positively influenced intention and use behavior in Study U. However, perceived risk insignificantly influenced intention and use behavior in Study U. However, in Study R, they had no significant influence on behavioral intention and use behavior.



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Financial technology and trending avenues for future studies: a systematic literature review and bibliometric analysis

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Abstract: Financial technology (FinTech) has become the new norm to enrich the experiences of individuals in this modern era of technological advancement. Although several studies have examined this phenomenon, there still needs to be a comprehensive analysis that integrates diverse insights and provides a holistic perspective. To bridge this gap, the current research aim is to synthesise the study over ten years (from 2016 to early 2025) and identify the current knowledge-base, present research gaps and future research directions on systematic literature review and bibliometric analysis. Using tools such as VOSviewer, R-studio and Excel, the study identifies publication trends, high-impact publications, top authors, institutions, nations and emerging research themes. Between 2016 and 2021, 793 articles were published, while 2,595 articles were published from 2022 to 2025, showcasing FinTech's growing prominence. A key contribution is the identification of five knowledge clusters and research gaps for future exploration.

Keywords: financial technology; FinTech; systematic literature review; SLR; bibliometric analysis; qualitative research; sustainability.

Reference to this paper should be made as follows: Kumar, J. and Rani, V. (xxxx) 'Financial technology and trending avenues for future studies: a systematic literature review and bibliometric analysis', *Int. J. Indian Culture and Business Management*, Vol. X, No. Y, pp.xxx-xxx.

Biographical notes: Jitender Kumar, who is presently working as an Associate Professor at the Department of Management Studies, Deenbandhu Chhotu Ram University of Science and Technology, Murthal, Sonapat, Haryana, India completed his PhD from Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar, Haryana, in 2012. He has been enjoying the profession of teaching and research for last more than 14 years. He has attended more than 30 conferences/seminars of national and international level and has more than 60 published research papers in the journals of repute to his credit.

Integrating Legal Frameworks, Management Strategies, And It Innovation In Higher Education Systems

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Abstract

Higher education institutions worldwide face mounting pressure to reconcile evolving legal obligations, sophisticated management frameworks, and rapid information technology (IT) innovation within a single cohesive operational model. This paper examines the intersection of these three domains, arguing that sustainable institutional effectiveness requires deliberate alignment among regulatory compliance, strategic governance, and digital transformation. Drawing on governance theory, resource-based theory, and institutional theory, the study analyzes how universities navigate data privacy legislation such as the Family Educational Rights and Privacy Act (FERPA) and the General Data Protection Regulation (GDPR), implement enterprise resource planning (ERP) and learning management system (LMS) platforms, and cultivate cultures of continuous technological innovation. A thematic synthesis of recent empirical and theoretical literature reveals that institutions that proactively integrate legal counsel into IT procurement, adopt shared governance structures, and invest in staff digital competency significantly outperform peers on student outcome and operational efficiency metrics. The paper concludes with a conceptual integration framework and policy recommendations for institutional leaders, IT directors, and legal compliance officers. The findings carry implications for institutions in both developed and emerging higher education markets.

Assessing the Effect of Digital Taxation on Indian Businesses: A Perspective Analysis

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ABSTRACT

This study examines the impact of digital taxation on businesses in India, focusing on the perceived benefits, compliance burdens, and challenges faced by different sectors, business sizes, and locations. The research explores how the implementation of digital taxation has affected the retail, manufacturing, and service sectors, with a particular emphasis on small and micro enterprises. Additionally, the study investigates the role of geographical location (urban, semi-urban, and rural) in shaping the experiences of businesses in digital tax compliance. Using both descriptive and inferential statistical methods, including ANOVA and cross-tabulation, the study highlights significant variations in digital taxation's impact on businesses. The findings reveal that industry type does not significantly influence the perceived benefits of digital taxation, while business size plays a critical role in determining the compliance burden, with micro and small enterprises facing higher challenges than medium and large businesses. Furthermore, location-based disparities are evident, with rural and semi-urban businesses experiencing greater challenges, such as high implementation costs, limited digital infrastructure, and resistance to compliance. The study identifies key barriers, including limited access to digital tools and weak government enforcement, which hinder the effective implementation of digital taxation. The paper concludes with policy recommendations to enhance tax compliance and reduce the administrative burden on smaller enterprises, particularly in rural and semi-urban areas.

KEYWORDS: Digital Taxation, Micro Small and Medium Enterprises (MSME), Tax Reform

RESEARCH ARTICLE | JUNE 03 2026

The Kedarnath tragedy of 2013: intersections of natural fury and human negligence in the Himalayan region 🛒

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+ Author & Article Information

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Purpose

This study aims to critically examine the 2013 Kedarnath tragedy by exploring the interplay between natural disasters and human-induced vulnerabilities in the fragile Himalayan ecosystem. It investigates how extreme climatic events, such as cloudbursts and glacial lake outbursts, were exacerbated by unregulated tourism, rampant construction, deforestation and policy negligence. The paper seeks to highlight the urgent need for sustainable development, disaster preparedness and environmental governance in ecologically sensitive regions to prevent similar catastrophes. Through this case study, it also offers insights into disaster risk reduction strategies and policy reforms necessary for mountain resilience in India.

Design/methodology/approach

This study adopts a qualitative research methodology based on secondary data analysis. It examines government reports, academic research papers, media coverage, expert interviews, and environmental assessments related to the 2013 Kedarnath disaster. The approach involves thematic content analysis to identify key human and environmental factors contributing to the tragedy. A case study method is used to explore the disaster's causes, impacts and policy implications in depth. By critically analysing both natural and anthropogenic dimensions, the study aims to draw lessons for improving disaster management, ecological planning and sustainable development in vulnerable mountain regions.



Legal Framework For Aquatic Ecosystem Protection In India: Challenges And Policy Reforms

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Abstract

With an astonishingly disproportionate portion of the national biodiversity, drinking water sources and rural livelihoods, the rivers, lakes, wetlands and coastal waters of India are faces to a constant onslaught of industrial effluents, agricultural run-offs, urban sewage, sand mining and unplanned infrastructure projects. Coastal Regulation Zone Notification, 2019, the Water (Prevention and Control of Pollution) Act, 1974, the Environment (Protection) Act, 1986, the Wetlands (Conservation and Management) Rules, 2017, the Biological Diversity Act, 2002, and the current legal and institutional framework governing the preservation of aquatic ecosystems in India are all examined in this paper. The research applies a doctrinal and policy-analytical approach by reviewing statutory provisions, judicial statements of the Supreme Court and National Green Tribunal and secondary scholarly sources to pinpoint invariably unfulfilled gaps between the textual provisions of laws and the ecological consequences. The review concludes that the main inhibitors to successful protection include fragmented jurisdiction between central and state governments, lack of effective enforcement capacity by pollution control boards, lack of baseline ecological information and the subordination of environmental clearance to development priorities. The paper proposes the following areas of reform: integrated river-basin governance, the enhancement of the enforcement authority of the National Green Tribunal, compulsory ecological flow standards, and the increased involvement of the community in the management of wetlands and coastal zones. It finds that reforming the law is not enough without investing in parallel in the monitoring infrastructure and institutional accountability.

Keywords: aquatic ecosystems, environmental law, water pollution, wetland conservation, coastal regulation, India.

1. Introduction

There is a unique position of water bodies in Indian communal life. Between fishing communities and real estate developers the rivers are worshipped, the wetlands are neglected, and the coastlines is disputed, all in the same policy cycle. Such a paradox is more than a cultural phenomenon; it is enshrined in the legal system of the country that considers the aquatic ecosystems as sacred commons, economic resource, and administrative afterthoughts. India has nearly one-fifth of the global population but approximately one-fourth of the freshwater supply, which has only worsened over the years as groundwater tables have dropped and river systems have become more seasonal (Central Water Commission, 2021). When a large proportion of the Gangetic plain and coastal deltas in the past were wetlands, currently, four decades ago, they have reduced drastically as a result of drainage, encroachment, and agricultural, or urban development.

There has not been, nor is there coherence, in the legal response to this decline. A series of laws have been passed by the Parliament since the 1970s to regulate water pollution, preserve the wildlife habitats, and regulate the development of the coast. Each of these laws, at its own time, was a real stride. One of the earliest pollution-control laws to be enacted anywhere in the developing world was the Water Act of 1974. The first law that was enacted following the Bhopal gas tragedy in 1986 was the Environment (Protection) Act and the central government was granted the ability to establish standards and give instructions. However, some 40 years later, much of the major rivers, such as the Yamuna, the Godavari, and the Sabarmati continue to be declared as heavily polluted by the Central Pollution Control Board (Central Pollution Control Board, 2022). The continuation of such disparity between ambition within the statute and actual eco-reality is the main puzzle that this paper will answer.

There are three questions that are posed in this paper. To start, what is the current system of laws and institutions in place to safeguard India's rivers, lakes, wetlands, and coastal waters? Second, what are the challenges in structure, administration, and enforcement that may hinder this framework to meet its proclaimed goals? Third, what changes, based on both local judicial justification and comparative practice, would reduce the difference

Cultural Heritage Protection under International Law: Legal Challenges in Preserving Indigenous Knowledge Systems

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Abstract: The preservation of indigenous knowledge

systems has become a high-profile issue in international law as it is culturally, socially, environmentally and economically important. A crucial component of intangible cultural heritage is indigenous knowledge which comprises traditional activities, ecological knowledge, medicine systems, oral traditions and customary government that have been produced over a period of several generations. Although such knowledge systems are gaining international acceptance, there are still several legal issues that are being encountered due to the fragmented legal systems, restrictions of the intellectual property, commercial misappropriation, and non-observance of international laws. This research paper is a critical examination of how international legal machinery has worked in the maintenance of indigenous knowledge systems to become part of cultural heritage. By considering a qualitative doctrinal research methodology, the study will explore the international treaties, conventions, declarations and academic literature and policy documents on cultural heritage, human rights, biodiversity and intellectual property. Findings indicate that as far as the international legal instruments possess a commendable understanding of indigenous knowledge, the field has notable loopholes in application, collective rights acknowledgment, distribution of benefits as well as protection of customary laws. The conclusion made is that increased international cooperation, legal coherence, meaningful participation of indigenous people and enforcement of policies and regulations to safeguard the indigenous knowledge systems is imperative in a bid to maximize the protection of native knowledge systems. To ensure the long term preservation and the sustainable navigation of the indigenous knowledge to the future generations, a legal framework, which supports cultural heritage law, human rights law, biodiversity law and intellectual property law is required.

Keywords: Indigenous Knowledge Systems; Cultural Heritage Protection; International Law; Intellectual Property Rights; Indigenous Rights.

I. INTRODUCTION

Cultural heritage is the name of such a group of people, the customs, beliefs, practices and knowledge which is conveyed to the past and implemented to the new generations. Whereas concrete cultural heritage e.g. monuments, artefacts, and historical sites have always attracted the interest of the law and its protection, intangible cultural heritage such as community systems of indigenous knowledge has been taking its seat under the international legal agenda [1]. The system of indigenous knowledge covered traditional ecological knowledge, medicinal practices, agricultural practices, oral traditions, cultural expression and customary laws practiced and preserved by indigenous people over thousands of years [2].

Artificial Intelligence in HR: A Conceptual Study on Talent Acquisition and Local Government Modernization

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Abstract

Artificial Intelligence (AI) is transforming Human Resource Management (HRM) by reshaping recruitment, talent acquisition, and workforce planning. While private sector adoption has been more rapid, local government institutions are increasingly exploring AI applications to improve administrative efficiency and service delivery. This conceptual study investigates how AI-enabled recruitment tools—such as algorithmic candidate sourcing, predictive analytics, automated assessment systems, and virtual interviewing platforms—contribute to the modernization of HR practices in local governance. The analysis draws on existing academic literature, policy reports, and industry insights to examine both the opportunities and risks associated with AI integration. The findings highlight the dual nature of AI adoption: on one hand, enhancing efficiency, transparency, and cost-effectiveness; on the other, raising ethical challenges related to algorithmic bias, fairness, and data privacy. The paper argues that effective utilization of AI in public sector HRM depends on robust governance frameworks, ethical safeguards, and continued human oversight. By aligning technological innovation with democratic values and principles of public trust, local governments can leverage AI to improve workforce diversity, strengthen evidence-based decision-making, and promote sustainable administrative modernization.

Keywords: Artificial Intelligence, Human Resource Management, Talent Acquisition, Local Government, Governance, Future of Work

1. Introduction

The twenty-first century is marked by rapid technological transformation that has fundamentally altered organizational structures and processes. Among these advancements, Artificial Intelligence (AI) has emerged as a disruptive force across industries, reshaping conventional practices and opening new avenues for organizational effectiveness. Within Human Resource Management (HRM), AI is increasingly applied to critical functions such as recruitment, selection, training, and workforce planning. Its growing integration into HR processes is not only redefining talent acquisition and workforce management but also influencing how public-sector institutions, including local governments, engage with employees and citizens.

Modernizing local self-government has become a pressing priority in many nations, particularly as citizens demand greater efficiency, transparency, and accountability from public institutions. Human

INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) ON AUDIENCE INTENTIONS IN PERFORMING ARTS EVENTS

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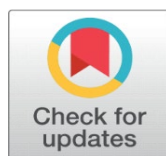
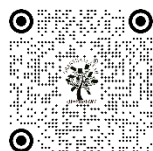
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ABSTRACT

The swift development of online platforms has changed how viewers receive and appraise information, and electronic word of mouth (eWOM) has become an important element of consumer behavior. Although the effect of eWOM has been studied extensively in other areas including e-commerce and tourism, its role in influencing the intentions of the audience in the performing arts industry has received little focus. This research paper seeks to conceptually analyze how the eWOM affects the audience intention towards performing arts events through the combination of important theoretical insights, such as the Information Adoption Model (IAM), Theory of Planned Behavior (TPB) and Elaboration Likelihood Model (ELM). The proposed framework determines core dimensions of eWOM, credibility, quality, volume, and valence, as having a significant impact on information adoption, trust, and perceived value, which ultimately impact the audience intention. Also, social media involvement has been discussed as a moderating variable, which increases the effectiveness of eWOM. The research article adds to the body of knowledge by expanding the scope of eWOM research to the relatively new field of performing arts and giving practitioners valuable information on how they can capitalize on digital communication strategies to build their audience. The results provide a base on which empirical studies and strategic decision-making in the cultural and creative industries can be pursued in the future.

Keywords: EWOM, Performing Arts, Audience Intention, Social Media Engagement, Consumer Behavior

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Enduring career and inclusion challenges of Malaysian women in leadership and professional roles

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"Fostering Humanity: Case Studies in Value-Based Education and Its Impact on Societal Development"

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Abstract: This research paper examines the pivotal role of value-based education in shaping character and social responsibility among students in India, focusing on three case studies: the Ramakrishna Mission Schools, Bal Bharti Public School, and The Global School. Each institution implements comprehensive programs that integrate ethical teachings with academic curricula, promoting holistic development. Key findings reveal that these initiatives foster community engagement, enhance ethical awareness, and cultivate collaborative relationships among educators, parents, and students. Despite the positive outcomes, challenges such as resource constraints, resistance to change, and sustainability of programs persist. The societal implications highlight the necessity of nurturing ethically aware individuals to address contemporary moral dilemmas and promote social cohesion. This study calls for further research to explore diverse initiatives, establish robust evaluation frameworks, and ensure the effective integration of value-based education in schools. By prioritizing ethical principles, educational institutions can empower students to become responsible citizens dedicated to societal betterment.

Keywords: Value-Based Education, Societal Development, Human Values, Ethical Awareness, Social Responsibility.

INTRODUCTION

In an increasingly complex and interconnected world, the importance of education extends beyond the mere acquisition of knowledge and skills. Education plays a pivotal role in shaping individuals' values, beliefs, and behaviors, influencing their capacity to contribute positively to society. Value-based education, which emphasizes the cultivation of essential human values such as empathy, integrity, and social responsibility, is gaining recognition as a fundamental component of holistic education..

Financial well-being and inner harmony: integrating Daoist thought into personal financial management

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Abstract: Financial well-being has emerged as a critical dimension of overall human development, yet contemporary financial management practices often emphasize material accumulation over psychological balance and inner peace. This conceptual paper explores the integration of Daoist philosophy into personal financial management to develop a more holistic understanding of financial well-being. Drawing upon core Daoist principles such as Wu Wei (effortless action), simplicity, balance, moderation, harmony with nature, and detachment from excessive material desires, the study examines how these philosophical insights can contribute to healthier financial behaviors and improved emotional well-being.

The paper argues that modern financial stress, compulsive consumption, debt dependency, and wealth-driven anxiety are closely linked to materialistic lifestyles and unsustainable financial practices. In contrast, Daoist

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LEGAL AND SOCIAL IMPLICATIONS OF DIGITAL TRANSFORMATION: A COMPREHENSIVE ANALYSIS OF POLICY FRAMEWORKS, GOVERNANCE MECHANISMS, AND SOCIETAL IMPACT IN THE ERA OF EMERGING TECHNOLOGIES

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ABSTRACT

Digital transformation has become a central force reshaping law, governance, institutions, and society in the era of emerging technologies. This review examines the legal and social implications of digital transformation with particular attention to policy frameworks, governance mechanisms, and societal impact. The study highlights how technologies such as artificial intelligence, blockchain, big data, cloud computing, and the Internet of Things are transforming public administration, business operations, education, healthcare, labor markets, and civic participation. While digital transformation creates opportunities for innovation, efficiency, inclusion, and improved service delivery, it also raises significant concerns regarding privacy, cybersecurity, algorithmic accountability, digital rights, surveillance, inequality, and regulatory capacity. The review emphasizes that existing legal frameworks often struggle to respond to the speed, scale, and complexity of digital change, especially where technologies operate across jurisdictions and involve multiple public and private actors. Governance mechanisms must therefore become more adaptive, transparent, rights-based, and

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Digital Transformation in Education & Law: Leveraging Artificial Intelligence for Learning Innovation, Legal Compliance, and Governance Excellence

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ABSTRACT: Education and law are institutionally distinct sectors, yet both are undergoing a structurally similar digital transformation: artificial intelligence (AI) is being adopted simultaneously as an innovation tool that improves core professional practice, personalized instruction in education, predictive and analytical support in law, and as a governance object requiring new compliance, privacy, and accountability frameworks precisely because of its adoption. This paper reviews the AI-driven digital transformation literature across both sectors within a single comparative framework, synthesizing intelligent tutoring systems and learning analytics research in education with legal analytics, predictive justice, and legal-technology research in law, before examining the governance, data-privacy, and algorithmic-accountability literature that has emerged in response to AI adoption in both domains. Particular attention is given to the structural parallel between the two sectors: both involve consequential, sometimes life-altering decisions about individuals, students and litigants respectively, made partly through AI-derived predictions, and both have accordingly developed parallel, though not identical, due-process and explicability concerns. Comparative tables map AI application types onto their core function across education and law, cross-reference governance and compliance concerns against the specific mechanism each addresses, and set application maturity against evidentiary support in both sectors. The paper concludes that digital transformation in both education and law has advanced learning and legal-practice innovation considerably faster than the governance infrastructure needed to ensure these AI applications operate fairly, transparently, and in compliance with existing legal and

Article

Understanding the Determinants of Malaysian Consumers' Purchase Intentions Toward Electric Vehicles

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Abstract

This study examines Malaysian consumers' perceptions toward purchasing electric vehicles (EVs) in the context of increasing global efforts to promote sustainable mobility and reduce carbon emissions. Despite government initiatives and incentives to encourage EV adoption in Malaysia, uptake remains relatively slow compared to more developed markets, highlighting the need to understand consumer attitudes and concerns. A qualitative research design was adopted using semi-structured interviews with five purposively selected participants who had awareness or experience related to vehicle ownership decisions. Thematic analysis was used to analyse the data in relation to financial considerations, charging infrastructure, social influence, and service reliability. The findings indicate that financial concerns, particularly high purchase costs and battery-related uncertainties, are the most significant barriers to EV adoption. Charging infrastructure limitations, including insufficient charging stations, long charging times, and lack of home charging access, further reduce consumer confidence. Social influence from peers, family, and online platforms plays a dual role in shaping both positive and negative perceptions, while service reliability concerns, especially regarding battery durability and after-sales support, affect trust in EV ownership. The study concludes that EV adoption in Malaysia is influenced by interconnected economic, technological, and social factors, suggesting that coordinated improvements in affordability, infrastructure, consumer awareness, and service support are essential to accelerate adoption. This study contributes novel qualitative evidence by revealing how financial, infrastructural, social, and service-related factors collectively shape Malaysian consumers' EV purchase perceptions, extending previous survey-based research in the Malaysian context.

Keywords: environmental footprint; low-carbon economy; resource efficiency; climate action; sustainable transportation



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1. Introduction

The global automotive industry is undergoing a significant transformation, with electric vehicles (EVs) emerging as a key driver of sustainable mobility, as they are widely



DeepONet-assisted inverse hyperbolic bioheat transfer and surface heat-flux reconstruction in multilayer human skin under transient surface heating

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ABSTRACT

The accurate reconstruction of unknown surface heat fluxes from measurements of the interior temperature is still an inverse heat-transfer problem in biomedical thermal engineering, due to the ill-posed nature of the problem and the high computing cost of classical optimization-based techniques. In this work, an inverse framework supported by DeepONet is proposed for hyperbolic bioheat transport in multilayer human skin exposed to transient surface heating. The heat transfer in the epidermis, dermis and subcutaneous tissues is described by a non-Fourier hyperbolic bioheat equation, which takes into account the limited thermal-wave propagation and the thermal relaxation effects. Using sensitivity analysis, adjoint equations and the conjugate gradient technique (CGM), a standard inverse approach is used for generating the high-fidelity reconstruction datasets. These records are then used to train a Deep Operator Network that can learn the nonlinear inverse mapping from interior temperature histories to unknown surface heat-flux patterns. The framework is studied for step, exponential, Gaussian-pulse, and sinusoidal surface thermal loads. The DeepONet is able to reconstruct the unknown heat-flux histories with the normalized mean absolute error of 0.0246, normalized root mean square error of 0.0518 and coefficient of determination of 0.99996. Additional analyzes reveal resistance to measurement noise, modifications in sensor placement, and changes in thermal relaxation time. Compared to the standard CGM-based inverse technique, the trained DeepONet decreases the computing time from 128.40 s to 0.92 s with an excellent reconstruction accuracy. The proposed framework exhibits the potential of operator learning for fast repeated inverse bioheat transfer reconstruction under regulated numerical settings. More experimental, patient-specific and uncertainty-aware validation is needed before it may be used for clinical diagnosis or therapy planning.

1. Introduction

Since direct measurement of thermal boundary conditions is frequently challenging or impossible in real-world engineering and biological applications, inverse heat transfer analysis has grown in importance as a field of study. In many cases, the surface heat flux must be recreated using an inverse process, and only internal temperature measurements are available. Since these inverse heat-conduction problems are typically ill-posed and extremely sensitive to measurement errors, reliable solutions necessitate the use of suitable regularization and numerical approaches. Early research by Alifanov [1,2] proved the efficacy of regularization techniques and laid the theoretical

groundwork for inverse heat-transfer analysis. Many contemporary inverse algorithms are based on the regularized numerical approaches for nonlinear inverse heat-conduction problems introduced by Alifanov and Artyukhin [3].

Thermal disturbances are assumed to propagate instantly throughout a medium in the classical Fourier heat-conduction model. When thermal reactions take place under high-intensity heating settings or over very short time scales, this assumption is called into doubt. Cattaneo [4] and Vernotte [26] independently developed an extended heat-conduction theory that takes finite thermal-wave propagation speed into consideration in order to get around this restriction. Subsequently, a number of academics created analytical and numerical methods for solving inverse

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DeepONet-assisted inverse hyperbolic bioheat transfer and surface heat-flux reconstruction in multilayer human skin under transient surface heating

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Highlights

- DeepONet learns the inverse temperature-to-surface-heat-flux operator for multilayer non-Fourier bioheat transfer.
- Hyperbolic bioheat modeling captures finite-speed thermal transport in multilayer skin.
- Adjoint-based CGM generates high-fidelity data for DeepONet operator learning.
- DeepONet achieves accurate heat-flux reconstruction with rapid post-training inference.
- Robust reconstruction is demonstrated under noise and sensor-location variations.

Article preview

[Abstract](#)

[Introduction](#)

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[References \(69\)](#)

Abstract

The accurate reconstruction of unknown surface heat fluxes from measurements of the interior temperature is still an inverse heat-transfer problem in biomedical thermal engineering, due to the ill-posed nature of the problem and the high computing cost of classical optimization-based techniques. In this work, an inverse framework supported by DeepONet is proposed for hyperbolic bioheat transport in multilayer human skin exposed to transient surface heating. The heat transfer in the epidermis, dermis and subcutaneous tissues is described by a non-Fourier hyperbolic bioheat equation, which takes into account the limited thermal-wave propagation and the thermal relaxation effects. Using sensitivity analysis, adjoint equations and the conjugate gradient technique (CGM), a standard inverse approach is used for generating the high-fidelity reconstruction datasets. These records are then used to train a Deep Operator Network that can learn the nonlinear inverse mapping from interior temperature histories to unknown surface heat-flux patterns. The framework is studied for step, exponential, Gaussian-pulse, and sinusoidal surface thermal loads. The DeepONet is able to reconstruct the unknown heat-flux histories with the normalized mean absolute error of 0.0246, normalized root mean square error of 0.0518 and coefficient of determination of 0.99996. Additional analyzes reveal resistance to measurement noise, modifications in sensor placement, and changes in thermal relaxation time. Compared to the standard CGM-based inverse technique, the trained DeepONet decreases the computing time from 128.40s to 0.92s with an excellent reconstruction accuracy. The proposed framework exhibits the potential of operator learning for fast repeated inverse bioheat transfer reconstruction under regulated numerical settings. More experimental, patient-specific and uncertainty-aware validation is needed before it may be used for clinical diagnosis or therapy planning.

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Environmental Management Accounting Adoption in SMEs: A Mixed-Industry Systematic Review and Integrative Conceptual Framework

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ABSTRACT: Environmental Management Accounting (EMA) has increasingly gained importance as a mechanism for integrating environmental information into organisational decision-making, resource management, and sustainability-oriented business practices. However, research on EMA adoption among small and medium-sized enterprises (SMEs) remains fragmented across industries and theoretical perspectives. This systematic literature review synthesises evidence on EMA adoption across manufacturing, food and beverage, hospitality, chemical, quarrying, recycling, electronics-related, and service-sector SMEs. The review draws on a self-compiled bibliographic dataset comprising 219 entries covering EMA, green accounting, material flow cost accounting, environmental performance, and digital EMA, complemented by three established systematic literature reviews addressing EMA development, strategic decision-making, and green innovation. The synthesis identifies six major thematic dimensions: adoption drivers, implementation barriers, organisational capabilities, digital enablers, performance outcomes, and integration pathways. Building on these findings, the study integrates six theoretical perspectives—Institutional Theory, the Resource-Based View, the Natural-Resource-Based View, the Technology–Organisation–Environment framework, Stakeholder Theory, and Diffusion of Innovation Theory—into a unified conceptual framework for explaining EMA adoption in SMEs. The proposed framework conceptualises institutional pressures as external drivers, organisational capabilities as critical adoption resources, digital technologies as conditional enablers, stakeholder relationships as a mediating mechanism, and industry context as a moderator of adoption outcomes. Eight testable propositions are developed to explain the relationships among these constructs, including a configurational proposition suggesting that effective EMA adoption depends on the combined presence of institutional pressure, organisational capability, and technological readiness. The study contributes to the literature by providing an integrated theoretical explanation of EMA adoption across diverse SME contexts and by establishing a foundation for future empirical research examining cross-industry, cross-country, and longitudinal patterns of EMA implementation.