

Book Chapter Published During the Assessment Year 2025–2026

S. No.	Name of the Teacher	Title of the book/chapters published	Title of the paper	National / International	Year of publication	ISBN/ISSN number of the proceeding	Name of the publisher
1	Ms. Prachi Sharma	Recent Trends in Management, IT & Social Science	The Evolution and Enforcement of Data Protection Laws: Challenges, Case Studies, and Future Directions	National	2025	978-81-990245-4-0	INSPIRA
2	Ms. Arpita Sehgal	The Legal Chronicals	Property Rights of Women in Live-in Relationships – Legal Chronicals	National	2025	978-93-5895-215-5	Self Published
3	Dr. Neelam Seam	Modern Legal Prespectives, Principles, and Practices	Procedural Law: Civil and Criminal Procedure	National	2026	978-93-47303-37-1	Bharti Publications
4	Ms. Prachi Sharma & Ms. Geeta Khari	Modern Perspectives In Humanities, Commerce And Management	Impact Of Social Media On Harassment: A Study Of Cyberbullying, Online Abuse, And Gender Dynamics	National	2026	978-93-47587-58-0	Bhumi Publishing
5	Dr. Puja Paul	Indian Judiciary and 75 Years Journey of Constitution	Right of Free Speech and Expression Guaranteed by Constitution of India but Nurtured by Indian Judiciary	National	2026	978-93-49078-61-1	ABS Books
6	Ms. Vandana Rastogi	The Fusion of Management and IT	Remote Work Tools and Productivity: The Role of Digital Platforms in Enhancing Virtual Team Efficiency	National	2026	978-3-96492-735-4	Weser Books
7	Dr. Manisha Kaushal Arora	Modern-Dimensions-of-Humanities-Commerce-and-Management	Behavioral Finance And Market Behavior: An Exploration Of Investor Biases And Financial Decision-Making	National	2026	978-93-47587-15-3	Bhumi Publishing
8	Dr. Dipti Jain	Modern-Dimensions-of-Humanities-Commerce-and-Management	Bridging Green Intentions And Green Actions: An Integrative Conceptual Framework For The Attitude–Behaviour Gap In Sustainable Consumption	National	2026	978-93-47587-15-3	Bhumi Publishing
9	Ms. Prachi Sharma	Modern-Dimensions-of-Humanities-Commerce-and-Management	Turning Ideas Into Assets: A Study On Intellectual Property Strategies For Indian Startups	National	2026	978-93-47587-15-3	Bhumi Publishing
10	Ms. Hema Rani	Humanities and Social Sciences in the 21st Century	Growth Dynamics of Digital Advertising and E-Commerce Markets in India: An Empirical Study	National	2026	978-93-5914-631-7	Exegium Scholarly Press
11	Dr. Neha Agarwal	Climate Change And Sustainable Development For Business Management	Regulatory Frameworks for Sustainable Business: Global Standards, Indian Policies and ESG Governance	National	2026	978-93-49381-16-2	KAAV PUBLICATION

Book Chapter Published During the Assessment Year 2025–2026

S. No.	Name of the Teacher	Title of the book/chapters published	Title of the paper	National / International	Year of publication	ISBN/ISSN number of the proceeding	Name of the publisher
12	Dr. Dipti Jain	Mind, Machines and Markets: Bridging AI, Computer Technology, Finance and Humanity in the Digital Intelligence Era	Enhancing Consumer Engagement Through Ai Chatbots: Service Quality, User Experience, And Continuance Behaviour	National	2026	978-81-69295-00-0	NEX GEN Publication
13	Dr. Manisha Kaushal Arora	Mind, Machines and Markets: Bridging AI, Computer Technology, Finance and Humanity in the Digital Intelligence Era	Ai-Driven Financial Services: Reshaping The Future Of Finance	National	2026	978-81-69295-00-0	NEX GEN Publication
14	Dr. Neelam Seam	APPLIED AI LAW AND POLICY Comparative and Cross-Border Approaches	United States Approach to AI Regulation: Sectoral, Soft Law, and Market-Led Models	National	2026	978-81-69155-01-4	Bharti Publications
15	Ms. Garima Juneja	Global Flux 2050 : Navigating Technology, Media, Economy, Law & Human Freedom	Biometric Data and Privacy: Risks, Regulations, and Safeguards	National	2026	978-93-7424-590-3	Crown Publishing
16	Mr. Deepak Kumar	Global Flux 2050 : Navigating Technology, Media, Economy, Law & Human Freedom	Digital Transformation, FinTech Ecosystems and Systemic Risk: Balancing Innovation, Regulation and Human Freedom	National	2026	978-93-7424-590-3	Crown Publishing
17	Mr. Anuj Nanda	Global Flux 2050 : Navigating Technology, Media, Economy, Law & Human Freedom	Enhancing Cost-Volume-Profit (CVP) Analysis with Artificial Intelligence in Management Accounting	National	2026	978-93-7424-590-3	Crown Publishing
18	Ms. Parul Sharma	Legal Responses to Climate Crimes - Reforming Criminal Law To Save the Environment	Judicial Trends and International Making Authorities in Preserving Environment	National	2026	978-81-997132-2-2	Jayasree Publication
19	Ms. Prachi Sharma	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Rajya, Data & Danda: Reimagining Governance from Arthashastra in the AI Era	National	2026	978-81-987731-8-0	GIBS
20	Ms. Muskan Grover	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Governance before the constitution:Proto-constitutional structures in the Indus Valley Civilization	National	2026	978-81-987731-8-0	GIBS
21	Dr. Sonia Rajoria	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Civilizational Continuity and Constitutional Evolution in India: From Vedic Traditions to Post-Constitutional Developments (1950–Present)”	National	2026	978-81-987731-8-0	GIBS
22	Ms. Muskan Grover	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Law, Authority and Social Order: Pre-Vedic India vs. Ancient Egyptian Civilization	National	2026	978-81-987731-8-0	GIBS
23	Dr. Seema Modi	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Judicial Administration in the Mauryan and Gupta Periods: An Analytical Study	National	2026	978-81-987731-8-0	GIBS
24	Dr. Shreya Bhardwaj	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Dharma, Narrative, and Constitutionalism: Early Foundations from the Vedic to the Epic Age in	National	2026	978-81-987731-8-0	GIBS

Book Chapter Published During the Assessment Year 2025–2026							
S. No.	Name of the Teacher	Title of the book/chapters published	Title of the paper	National / International	Year of publication	ISBN/ISSN number of the proceeding	Name of the publisher
25	Dr. Manisha V. Nain, Dr. Kanchan Kumari	Constitutionalism in Indian Tradition: Vedas to Samvidhan	From Rajdharm in the Mahabharata to Modern Corporate Governance: Ethical Leadership and Governance Principles for Contemporary Organizations	National	2026	978-81-987731-8-0	GIBS
26	Dr. Nidhi Sharma	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Concept of Dharma as Supreme Law	National	2026	978-81-987731-8-0	GIBS
27	Dr. Parul Sharma	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Dharma and Governance: The Religious Foundations of Political Culture in Ancient India	National	2026	978-81-987731-8-0	GIBS
28	Dr. Mansi Singh	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Threads of Dharma in the Fabric of the Indian Constitution: A Critical Study of Indigenous Constitutionalism	National	2026	978-81-987731-8-0	GIBS
29	Dr. Manju Pathania Biswas	Constitutionalism in Indian Tradition: Vedas to Samvidhan	From Dharma to Democracy: Evolution of India's Civilization Identity	National	2026	978-81-987731-8-0	GIBS
30	Dr. Manisha V Nain	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Ethical Leadership in the Bhagavad Gita and Modern Organizational Behavior: A Contemporary Perspective Since 2000	National	2026	978-81-987731-8-0	GIBS
31	Ms. Ramandeep Kaur	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Indian Knowledge Systems and Constitutional Ethos in Medieval India: Plural Legal Traditions, Governance, and Welfare	National	2026	978-81-987731-8-0	GIBS
32	Garima Chaudhary	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Concept of Constitutionalism	National	2026	978-81-987731-8-0	GIBS
33	Tripti Yadav	Constitutionalism in Indian Tradition: Vedas to Samvidhan	Constitutional Evolution in India: An Analysis of Charter Acts and Regulatory Acts	National	2026	978-81-987731-8-0	GIBS
34	Mr. Deepak Kumar	Global Flux 2050 : Navigating Technology, Media, Economy, Law & Human Freedom	Digital Transformation, FinTech Ecosystems and Systemic Risk: Balancing Innovation, Regulation and Human Freedom	National	2026	978-93-7424-590-3	Crown Publishing
35	Ms. Ruchi Malhotra	Capital Chess: Strategy, Risk and Power in Corporate, Commercial and Banking Laws in the Digital Era	Risk Management & Financial Stability: Capital Adequacy Standards and the BASEL Regulatory Framework	National	2026	978-81-686583-0-1	Juris Cognita International Publications
36	Dr. Vinki Rani	Intelligent Investment and Modern Finance: AI, Digital Innovation, Fintech and Behavioral Dynamics	A Systematic Literature Review of Green FinTech Trends, Challenges, and Sustainable Finance Practices in India	National	2026	978-81-998796-8-3	Galgotia Publishing Company
37	Dr. Poonam Rani	Intelligent Investment and Modern Finance: AI, Digital Innovation, Fintech	Trust and Financial Decision-Making: A Neurofinance Perspective in Digital Platforms	National	2026	978-81-998796-8-3	Galgotia Publishing Company

Book Chapter Published During the Assessment Year 2025–2026							
S. No.	Name of the Teacher	Title of the book/chapters published	Title of the paper	National / International	Year of publication	ISBN/ISSN number of the proceeding	Name of the publisher
38	Mr. Anuj Nanda	Intelligent Investment and Modern Finance: AI, Digital Innovation, Fintech and Behavioral Dynamics	Alternative Investment Funds (AIF) in India- Insights from Literature	National	2026	978-81-998796-8-3	Galgotia Publishing Company
39	Dr. Mamta Rani	Intelligent Investment and Modern Finance: AI, Digital Innovation, Fintech and Behavioral Dynamics	Working Capital Management in Small Businesses: Challenges and Strategies	National	2026	978-81-998796-8-3	Galgotia Publishing Company
40	Dr. Ekta Aggarwal	Intelligent Investment and Modern Finance: AI, Digital Innovation, Fintech and Behavioral Dynamics	Impact of AI on Financial Decision-Making Behaviour Among Millennia and Gen Z	National	2026	978-81-998796-8-3	Galgotia Publishing Company
41	Dr. Neha Agarwal	Intelligent Investment and Modern Finance: AI, Digital Innovation, Fintech and Behavioral Dynamics	Cashless Economy: Taxation and the Digital Economy	National	2026	978-81-998796-8-3	Galgotia Publishing Company
42	Ms. Sonia Peter Dr. Chetna Mahaur	Intelligent Investment and Modern Finance: AI, Digital Innovation, Fintech and Behavioral Dynamics	Mutual Fund Penetration in India: Trends, Challenges, and Growth Prospects	National	2026	978-81-998796-8-3	Galgotia Publishing Company
43	Ms. Bhawna Gambhir	Intelligent Investment and Modern Finance: AI, Digital Innovation, Fintech and Behavioral Dynamics	Autonomous Finance: When AI Agents Manage DeFi Portfolios The Convergence of Decentralised Finance and Artificial Intelligence	National	2026	978-81-998796-8-3	Galgotia Publishing Company
44	Dr. Ranjeet Kumar Ambast	Intelligent Investment and Modern Finance: AI, Digital Innovation, Fintech and Behavioral Dynamics	AI in Stock Market Prediction and Portfolio Management	National	2026	978-81-998796-8-3	Galgotia Publishing Company
45	Mr. Deepak Kumar	Intelligent Investment and Modern Finance: AI, Digital Innovation, Fintech and Behavioral Dynamics	Financial Inclusion and Digital Banking in India	National	2026	978-81-998796-8-3	Galgotia Publishing Company
46	Dr. Manisha V Nain	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	Revisiting Dharma as a Leadership Paradigm: A Case Study Analysis from the Ramayana and the Mahabharata	National	2026	978-81-998796-2-1	Galgotia Publishing Company
47	Ms. Bhawna Sharma Dr. Abhijit Das	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	AI and Diversity Hiring: A Case Study Analysis of Bias and Fair Recruitment Practices	National	2026	978-81-998796-2-1	Galgotia Publishing Company
48	Ms. Pushpa Prajapati Dr. Manisha V Nain	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	Collective Bargaining under the Industrial Relations Code: Continuity or Crisis?	National	2026	978-81-998796-2-1	Galgotia Publishing Company
49	Dr. Chetna Mahaur	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	AI-Driven Skills, Employability, and Future Career Readiness	National	2026	978-81-998796-2-1	Galgotia Publishing Company
50	Ms. Ruchi Malhotra	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR	Workplace Well-being: Strategies for Supporting Mental Health in Organization	National	2026	978-81-998796-2-1	Galgotia Publishing Company

Book Chapter Published During the Assessment Year 2025–2026

S. No.	Name of the Teacher	Title of the book/chapters published	Title of the paper	National / International	Year of publication	ISBN/ISSN number of the proceeding	Name of the publisher
51	Ms. Geeta Khari Dr. Manisha V Nain	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	Artificial Intelligence and Personalized Employee Development	National	2026	978-81-998796-2-1	Galgotia Publishing Company
52	Ms. Bhawna Sharma	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	The Role of Psychological Safety in Shaping Modern Workforce Dynamics: A Systematic Literature Review.	National	2026	978-81-998796-2-1	Galgotia Publishing Company
53	Ms. Namrata Jain	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	Implementing HR Chatbots and Virtual Assistants for Employee Experience	National	2026	978-81-998796-2-1	Galgotia Publishing Company
54	Dr. Manisha V Nain	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	Generation Z Workforce Retention Strategies in the Manufacturing Sector	National	2026	978-81-998796-2-1	Galgotia Publishing Company
55	Ms. Pushpa Prajapati Dr. Manisha V Nain	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	Universalising Social Security under the Code on Social Security, 2020: Myth or Reality?	National	2026	978-81-998796-2-1	Galgotia Publishing Company
56	Dr. Chetna Mahaur	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	Artificial Intelligence and Workforce Transformation in the Digital Economy	National	2026	978-81-998796-2-1	Galgotia Publishing Company
57	Dr. Samidha	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	Speaking to Succeed — Communication Skills and Employability in the Twenty-First Century	National	2026	978-81-998796-2-1	Galgotia Publishing Company
58	Ms. Geeta Khari Dr. Manisha V Nain	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	Ethics and Technology in Performance Appraisal: Challenges in the Digital Era	National	2026	978-81-998796-2-1	Galgotia Publishing Company
59	Ms. Namrata Jain	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	Reimagining Learning and Development in the Digital Age: Embracing Technological Change	National	2026	978-81-998796-2-1	Galgotia Publishing Company
60	Dr. Kanchan Kumari Dr. Manisha V Nain	Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development	Youth Perceptions of Climate Responsibility in Urban India: An Interpretive Qualitative Study	National	2026	978-81-998796-2-1	Galgotia Publishing Company
61	Ms. Ankita Dubey	AI Ethics and the Future of Clean Governance	Authenticity and Legal Accountability of Geographical Indication (GI) Tagged Products Promoted Through AI Algorithms	National	2026	978-93-91865-41-2	Gyan Vandana Publications
62	Dr. Arpita Sehgal	AI Ethics and the Future of Clean Governance	Artificial Intelligence as a Tool for Gender Responsive Property Governance in India	National	2026	978-93-91865-41-2	Gyan Vandana Publications
63	Dr. Mansi Singh'	AI Ethics and the Future of Clean Governance	Insolvency and Bankruptcy Regime in India: Evolving Framework, Institutional Challenges, and the Road	National	2026	978-93-91865-41-2	Gyan Vandana Publications

Book Chapter Published During the Assessment Year 2025–2026

S. No.	Name of the Teacher	Title of the book/chapters published	Title of the paper	National / International	Year of publication	ISBN/ISSN number of the proceeding	Name of the publisher
64	Dr. Seema Modi	AI Ethics and the Future of Clean Governance	Witch Hunting and Laws in India: A Socio-Legal Analysis	National	2026	978-93-91865-41-2	Gyan Vandana Publications
65	Dr. Sonia Rajoria	AI Ethics and the Future of Clean Governance	Crime, Deviance and Social Control in Urban Areas	National	2026	978-93-91865-41-2	Gyan Vandana Publications
66	Dr. Shreya Bhardwaj	AI Ethics and the Future of Clean Governance	Artificial Intelligence and Ethical Consciousness in Contemporary English Literature	National	2026	978-93-91865-41-2	Gyan Vandana Publications
67	Ms. Garima Chaudhary	AI Ethics and the Future of Clean Governance	Digital Evidence and Chain of Custody a Comprehensive Analysis of Indian Legal Framework and Forensic Procedures	National	2026	978-93-91865-41-2	Gyan Vandana Publications
68	Ms. Supriya	AI Ethics and the Future of Clean Governance	Compromised Meritocracy: Examination Paper Leaks and Corruption in Public Recruitment	National	2026	978-93-91865-41-2	Gyan Vandana Publications
69	Ms. Muskan Grover	AI Ethics and the Future of Clean Governance	Cyber Violence Against Women in India: Legal Responses and Policy Gaps	National	2026	978-93-91865-41-2	Gyan Vandana Publications
70	Ms. Prachi Sharma	AI Ethics and the Future of Clean Governance	Illegal Sand Mining and the Failure of Environmental Enforcement in India: A Critical Legal Analysis	National	2026	978-93-91865-41-2	Gyan Vandana Publications
71	Mr. Raghav Budakoti	AI Ethics and the Future of Clean Governance	Cyberbullying and Legal Remedies in India: Challenges and the Need for Stronger Digital Protection	National	2026	978-93-91865-41-2	Gyan Vandana Publications
72	Ms. Ramandeep Kaur	AI Ethics and the Future of Clean Governance	Medical Negligence in India Hospitals: Issues of Patient Safety, Hospital Liability, and Healthcare Governance	National	2026	978-93-91865-41-2	Gyan Vandana Publications
73	Ms. Tripti Yadav	AI Ethics and the Future of Clean Governance	Competition Law in Digital Markets in India: Challenges, Regulation , and Emerging Jurisprudence	National	2026	978-93-91865-41-2	Gyan Vandana Publications

ABOUT THE EDITORS



Dr. Sonia Chaudhary is working with Kamala Nehru College since 2009 in department of Commerce. She is a distinguished educationist and researcher, widely recognized for her expertise and contributions in her field. With a career spanning around two decades, she has authored numerous scholarly articles, conducted groundbreaking research, and mentored countless students and professionals. Her commitment to excellence in education and innovation is reflected in her work, which bridges theory with real-world application. As an author, Dr. Sonia Chaudhary brings a unique blend of intellectual depth, clarity and passion in making complex concepts accessible and engaging for readers across disciplines.



Dr. Mamta Bhushan, is an Associate Professor at the Commerce Department of Kamla Nehru College, University of Delhi. She is an alumna of the University of Delhi. She did her B.Com(Hons), M.Com and M.Phil from the University of Delhi. She did her PhD from the Department of Economic Administration and Financial Management, University of Rajasthan (Jaipur). She has been teaching at Delhi University for the last 25 years. As an academician her areas of interest are accounting, HRM, income tax and service quality. She has several research papers to her credit which have been published in journals of repute and chapters in the edited books. She has also presented papers at several conferences at different levels. She has participated in various conferences, seminars, workshops and FDPs.



INSPIRA
Reg. No. SH-481 R- 9-V P-76/2014

Published by:
INSPIRA
Tonk Road, Jaipur - 302018 (Raj.)
Mobile No.: 9829321067, 9828571010
Email: inspirairajaipur@gmail.com

Copyright © publisher
Website : inspirajournals.com

₹ 1175/-



ISBN: 978-81-990245-4-0

Recent Trends in Management, IT & Social Science



Editors

Dr. Sonia Chaudhary
Dr. Mamta Bhushan

Text © Authors, 2025
Cover Page © Inspira

This book, or any part thereof must not be reproduced or reprinted in any form, whatsoever, without the written permission of authors except for the purpose of references and review.

Published by

Inspira

Jaipur-302018

Rajasthan, India

ISBN: 978-81-990245-4-0

DOI: 10.62823/Inspira/2025/9788199024540

Edition: 2025

All rights reserved. No part of this book may be reproduced in any form without the prior permission in writing from the Publisher.

Price: Rs. 1175/-

Printed by:

In-house-Digital

Jaipur-302018

Disclaimer

The author is solely responsible for the accuracy, integrity, and originality of all facts, figures, data, analyses, and interpretations presented in this manuscript. All data used in the study have been collected, processed, and analyzed by the author, and any errors or omissions remain the exclusive responsibility of the author. The views and conclusions expressed herein are those of the author alone and do not necessarily reflect those of any affiliated Editors, institution, funding body, or publisher.

Contents

Chapter	Name of Chapter	Page No.
1	Obesity and Carbonic Anhydrase Inhibition: Potential Pathways and Therapeutic Challenges Yogesh Matta & Neha Arora	01-08
2	Emergence and Expansion of Mutual Funds as a Dominant Investment Avenue in India Dr. (CA) Nikhar Goyal	09-13
3	Evaluating the Impact of Blended and Technical Course Integration in Non-Technical Departments: A Study on Career Outcomes Post-NEP Implementation in Tumakuru University Jurisdiction Manasa K N	14-18
4	A Study on the Impact of Promotional Strategies of Online Retailers on the Shopping Behaviour of Youth T. Chaitanya Shubhakar	19-27
5	FinTech Innovations & Personal Financial Planning: Transforming Financial Behavior and Accessibility Mohd Saleem, Vineet Saxena & Ajay Chakravarty	28-36
6	A Study on Consumer Awareness and Attitude toward Eco-Friendly Packaging Solutions D. Sai Teja	37-44
7	Future Digital Marketing Trends and their Impact on Business and Customer Engagement Dr. Shikha Nainawat	45-55
8	The Evolution and Enforcement of Data Protection Laws: Challenges, Case Studies, and Future Directions Prachi Sharma	56-60
9	Understanding Workplace Abusiveness: A Study of Employee Experiences and Coping Strategies Dr. Mahima Shukla	61-70
10	AI-Enabled Smart Tourism Ecosystems for Viksit Bharat 2047 Dr. Prashant H Bhagat & Mrs. Ritu H Sabhachandani	71-80

8

The Evolution and Enforcement of Data Protection Laws: Challenges, Case Studies, and Future Directions

Prachi Sharma*

Assistant Professor, Centre for Legal Studies, Gitarattan International Business School, Affiliated to Guru Gobind Singh Indraprastha University, Delhi, India.

*Corresponding Author: prachi.sharma1@gitarattan.edu.in

Abstract

In our digitally interconnected world, the need for comprehensive legislation to address the intricacies of data privacy, digital crimes, and data protection has become increasingly evident. This multifaceted topic delves into several crucial aspects, beginning with an examination of existing legal landscapes at both the national and international levels. We'll explore how nations around the world have recognized the significance of safeguarding personal data and addressing digital crimes through various legal frameworks and international agreements. The article then shifts its focus to recent legal developments, highlighting the ever-evolving nature of technology and its corresponding threats. We'll explore examples such as the California Consumer Privacy Act (CCPA) and Brazil's General Data Protection Law (LGPD) and delve into how these legislative innovations introduce enhanced privacy protections for individuals while imposing stricter regulations on organizations handling personal data. We'll emphasize how these new laws adapt to confront emerging challenges in the digital landscape. Practical examples are invaluable in understanding how robust legislation and enforcement mechanisms can yield tangible results. We'll delve into case studies from jurisdictions that have effectively implemented comprehensive data privacy and digital crime legislation. These case studies will provide concrete evidence of successful approaches, offering a blueprint for regions aspiring to protect data privacy and counteract digital crimes effectively.

Keywords: Data Privacy, Cybercrime, Data Protection, Digital Governance, Identity Systems.

Introduction

Having strong legislation is just one facet of the equation; effective implementation and enforcement are equally pivotal.¹ This section will explore the strategies employed by governments, law enforcement agencies, the judiciary, and other relevant entities to ensure compliance with data privacy regulations. It will shed light on the obstacles they encounter in enforcing these laws, such as resource constraints and

¹ Escher et al. v. Brazil. Inter-American Court of Human Rights (Preliminary Objections, Merits, Reparations, and Costs). Judgment of 6 July 2009. Series C No. 200 (2009).

The Legal Chronicles

Issue April

Legal Specs

Title: The Legal Chronicles

Edition: April

Price: 2100 Rupees.

Copyright © 2026 Legal Specs

All rights reserved with Legal Specs, including the right of reproduction in whole or in part in any form.

ISBN: 978-93-5895-215-5

Author/Editor: Shreeyanshu Tripathi

Published by: Self Published

Publisher Address: Kanpur, Uttar Pradesh

Compiled By : Arkapriya Ghosh

Disclaimer: Every effort has been made to avoid errors or omissions in published content. Even so, some bugs may have crept in. Any mistake, error or discrepancy noted should be brought to our notice and shall be taken care of.

It is notified that neither the publisher nor the author or seller will be responsible for any damage or loss of action to anyone, of any kind, in any manner, therefrom.

INDEX

1. PROTECTION OF WOMEN WORKERS IN INDIA'S INFORMAL LABOUR SECTOR: AN ANALYSIS OF CONSTITUTIONAL GUARANTEES IN LIGHT OF INTERNATIONAL HUMAN RIGHTS STANDARDS - ANJALI GAUR· DR. BHOMA RAM
 2. GREENWASHING IN INDIA: THE LEGAL VACUUM BEHIND CORPORATE SUSTAINABILITY CLAIMS - RUDRAKSHI VERMA, PRIYANSHI BASUDEO
 3. FROM LABYRINTH TO LUCIDITY: A COMPARATIVE JURIDICAL EXEGESIS OF THE INCOME-TAX ACT, 1961 AND THE INCOME-TAX ACT, 2025 - ANUSHRI JOSHI
 4. CORPORATE SOCIAL RESPONSIBILITY IN INDIA: LEGAL ASPECTS AND COMPLIANCE - BHARTI KUMARI
 5. LEGAL CHALLENGES IN PROSECUTING CORPORATE-SCALE CYBERCRIME IN INDIA - VALARMATHI K
 6. A COMPARATIVE STUDY OF ADOPTION RIGHTS OF SAME SEX COUPLES : NEXT STEP INDIA NEEDS TO TAKE - ARVITA SRIVASTAV
 7. TECHNOLOGY AND LAW IN INDIA: DATA PRIVACY, AI OVERSIGHT, CYBERCRIME AGAINST WOMEN, AND DEEPFAKE RISKS - ISHA VATS, MAHAK SINGHAL
 8. WHEN GREEN TURNS GREY: BEYOND THE GLOSS OF CORPORATE SUSTAINABILITY – REFORMING GOVERNANCE TO COMBAT GREENWASHING - PRANITHA N
 9. PROPERTY RIGHTS OF WOMEN IN LIVE-IN RELATIONSHIPS - DR. ARPITA SEHGAL
-

10. ARTIFICIAL CITIZENS: RETHINKING PERSONHOOD AND RIGHTS IN THE AGE OF AI - SRISHTI KUMARI , SHIVAM KUMAR
11. CRIMINALIZATION OF POLITICS OR CONSTITUTIONAL RESTRAINT? A CRITICAL ANALYSIS OF MANOJ NARULA V. UNION OF INDIA - SHIVANI S
12. ENDING SUFFERING WITH DIGNITY: LEGAL, ETHICAL, AND VEDIC PERSPECTIVES ON PASSIVE EUTHANASIA - SHIVANI. S
13. MARRIAGE, DIVORCE AND FAMILY COURTS IN INDIA - ANNU SINGH TOMAR
14. COPYRIGHT LAWS - AN ANALYSIS - ANNU SINGH TOMAR

MODERN LEGAL PERSPECTIVES, PRINCIPLES AND PRACTICES

Editor-in-Chief

Prof. (Dr.) Govind Prasad Goyal

Dean Students' Welfare, IMS Noida

Editors

Adarsh Verma

*Advocate-on-Record,
Supreme Court of India*

Dr. Anuradha Singh

*Assistant Professor, SOL,
Bennett University*

Dr. Prodipta Barman

*Assistant Professor, Department of law,
Brainware university, Kolkata*



Bharti Publications
New Delhi- 110002 (INDIA)

Contents

<i>Foreword</i>	<i>iii-iv</i>
<i>Editorial Note</i>	<i>v</i>
<i>Contributors</i>	<i>ix-x</i>
1. Introduction to Law: Nature, Purpose, and Scope	1-6
2. Sources of Law in India and Comparative Perspectives	7-12
3. Constitutional Framework and Fundamental Rights	13-17
4. Rule of Law and Separation of Powers	18-21
5. Legal Methods and Reasoning	22-26
6. Overview of Indian Legal System	27-32
7. Common Law vs Civil Law Traditions	33-38
8. Schools of Jurisprudence	39-67
9. Interpretation of Statutes and Precedents	68-102
10. Legal Ethics and Professional Responsibility	103-108
11. Law of Contracts: Principles and Practice	109-114
12. Law of Torts: Liability and Remedies	115-119
13. Law of Property: Ownership and Transfer	120-124
14. Criminal Law: Principles, Offences, and Defences	125-129
15. Procedural Law: Civil and Criminal Procedure	130-134
16. Corporate Law and Governance	135-139

17.	Role of Standard Setting Organizations (SSOs) in the Protection of Rights of Standard Essential Patents (SEPs) Owners	140-151
18.	Environmental Law and Sustainability	152-156
19.	Cyber Law and Digital Governance	157-178
20.	From Manusmriti to Mandal: Social Justice in India	179-191
21.	Alternative Dispute Resolution: Mediation, Arbitration, and Negotiation	192-196
22.	Comparative Legal Systems: Insights from Abroad	197-201
23.	International Law and Treaties	202-206
24.	Legal Reforms and Law Commission Reports	207-211
25.	Judicial Activism and Landmark Supreme Court Judgements	212-216
26.	Drafting Legal Documents and Pleadings	217-221
27.	Legal Research and Writing Techniques	222-226
28.	Moot Court, Advocacy, and Courtroom Skills	227-231
29.	Case Studies in Modern Legal Practice	232-237
30.	Artificial Intelligence and the Future of Law	238-254
31.	Forensic Science in Transition: Emerging Trends and Their Impact on the Indian Criminal Justice System	255-279
32.	Intellectual Property Rights and Emerging Issues	280-315
33.	Artificial Intelligence and Competition Law	316-335
34.	Artificial Intelligence, Digital Media, and Legal Accountability: Redefining Rights, Responsibility, and Regulation	336-365

15

Procedural Law: Civil and Criminal Procedure

Dr. Samriti Mann* & Dr. Neelam Seam**

Abstract

Procedural law governs the processes through which substantive legal rights and obligations are vindicated or enforced through the courts and other adjudicative bodies, providing the rules that determine how legal proceedings are initiated, conducted, and concluded. This chapter provides a comprehensive examination of civil and criminal procedure as they operate in India, drawing on the Code of Civil Procedure, 1908 (CPC) and the Code of Criminal Procedure, 1973 (CrPC)—or its successor, the Bharatiya Nagarik Suraksha Sanhita, 2023 (BNSS)—as the principal governing instruments. The analysis covers the fundamental principles of procedural law including the right to a fair hearing, the principle of audi alteram partem, the burden and standard of proof, and the requirements of natural justice. It examines the civil litigation process from institution of suit through pleadings, discovery, trial, judgment, and appeal, and the criminal process from First Information Report through investigation, charge-sheet, trial, conviction or acquittal, and appeal. The chapter also addresses specialized procedural topics including summary procedure, temporary injunctions, execution of decrees and orders, bail, and the powers of criminal courts at various stages of the process. By providing a comprehensive account of procedure, the chapter equips students and practitioners with the understanding of legal process essential for effective representation and access to justice.

Keywords: Procedural Law, Code of Civil Procedure, Code of Criminal Procedure, Civil Litigation, Criminal Trial, Natural Justice, Fair Hearing, Bail.

* Assistant Professor of Law, SRM University, Sonipat, Delhi NCR

** Associate Professor, Gitarattan International Business School, Affiliated with Guru Gobind Singh Indraprastha University (GGSIPU)

ISBN: 978-93-47587-58-0



**MODERN PERSPECTIVES IN
HUMANITIES, COMMERCE AND
MANAGEMENT
VOLUME II**

EDITORS:
DR. ARPITA DEY
DR. SAJIDA ANJUM
DR. KARUNASHREE V S
DR. P. JAYAKUMAR



Bhumi Publishing, India
First Edition: March 2026

Copyright © Editors

Title: Modern Perspectives in Humanities, Commerce and Management Volume II

Editors: Dr. Arpita Dey, Dr. Sajida Anjum, Dr. Karunashree V S, Dr. P. Jayakumar

First Edition: March 2026

ISBN: 978-93-47587-58-0



DOI: <https://doi.org/10.5281/zenodo.19344448>

All rights reserved. No part of this publication may be reproduced or transmitted, in any form or by any means, without permission. Any person who does any unauthorized act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

Published by Bhumi Publishing,

a publishing unit of Bhumi Gramin Vikas Sanstha



Nigave Khalasa, Tal – Karveer, Dist – Kolhapur, Maharashtra, INDIA 416 207

E-mail: bhumipublishing@gmail.com



Disclaimer: The views expressed in the book are of the authors and not necessarily of the publisher and editors. Authors themselves are responsible for any kind of plagiarism found in their chapters and any related issues found with the book.

TABLE OF CONTENT

Sr. No.	Book Chapter and Author(s)	Page No.
1.	RECONCEPTUALIZING CAREER ASPIRATIONS ACROSS EDUCATIONAL TRANSITIONS Supriya Singh	1 – 8
2.	MAPPING EMOTIONS THROUGH FOOD: A STUDY OF GUSTATORY MEMORIES IN AIMEE BENDER'S <i>THE PARTICULAR SADNESS OF LEMON CAKE</i> Anupama T P	9 – 16
3.	NEW PROSPECTS IN LITERARY LANDSCAPE: WRITING, STORYTELLING AND CRITICISM IN THE AGE OF AI Karunashree V S	17 – 22
4.	MENSTRUAL LEAVE: BRIDGING THE GENDER GAP AND PROMOTING EQUALITY IN THE WORKPLACE Aparna Yerramilli	23 – 38
5.	DETERMINANTS OF CAREER ASPIRATIONS AMONG SECONDARY STUDENTS: A MULTIDIMENSIONAL ANALYSIS OF TECHNOLOGY, PSYCHOLOGY, AND SOCIAL CONTEXT Supriya Singh	39 – 44
6.	EXPERIENTIAL MARKETING: CREATING MEMORABLE BRAND EXPERIENCES Mariyappan N	45 – 49
7.	YOUNG CONSUMERS' APPROACH TO SUSTAINABLE PRODUCTS: A STUDY IN MUMBAI Simran R Kalyani	50 – 58
8.	COLONIAL TRANSFORMATION OF BIHAR: A CRITICAL ANALYSIS OF SOCIO-ECONOMIC AND CULTURAL CHANGES Jay Shankar Kumar Mandal	59 – 61
9.	STYLE OF CITATION IN ACADEMIC WRITING Gurpreet Kaur	62 – 67
10.	TRAUMA, DISPLACEMENT, AND THE SEARCH FOR HOME: THE DIASPORIC EXPERIENCE IN INDIAN ENGLISH LITERATURE P. Prasantham	68 – 81

11.	EXAMINING SYSTEMIC CHALLENGES AND INSTITUTIONAL DYNAMICS IN INDIAN MEDIA EDUCATION Ramesh Chandra Pathak	82 – 98
12.	CHALLENGES AND OPPORTUNITIES IN WOMEN-OWNED START-UPS H. Rekha and S. L. Sobiya	99 – 102
13.	A STUDY ON PERCEPTION TOWARDS E-LEARNING WITH SPECIAL REFERENCE TO SCHOOL STUDENTS K Arun Vidya	103 – 114
14.	INDIAN TOY INDUSTRY: TRADITION, TRANSFORMATION AND TRADE Jaya G. Prabhu Parrikar	115 – 125
15.	IMPACT OF SOCIAL MEDIA ON HARASSMENT: A STUDY OF CYBERBULLYING, ONLINE ABUSE, AND GENDER DYNAMICS Prachi Sharma and Geeta Khari	126 – 130
16.	संस्थागत सुधारों में अप्रत्यक्ष करो के रूप में परिवर्तन का अध्ययन महेन्द्र कुमार चौकसे और उषा शर्मा	131 – 136
17.	THEORETICAL FOUNDATIONS OF EARLY CHILDHOOD CARE AND EDUCATION: A GLOBAL PERSPECTIVE Bojjagani Babitha and Prema Patil	137 – 143
18.	A STUDY ON ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING Megha M. Vernekar, Mahima R. Nair and Aruna Battur	144 – 150
19.	THE EFFECT OF DIGITAL TECHNOLOGIES ON ORGANIZATIONAL PERFORMANCE Jeshtami K B, Aishwarya Vernekar and Aruna Battur	151 – 158

IMPACT OF SOCIAL MEDIA ON HARASSMENT: A STUDY OF CYBERBULLYING, ONLINE ABUSE, AND GENDER DYNAMICS

Prachi Sharma¹ and Geeta Khari²

¹Centre for Legal Studies,

²Centre for Management Studies,

Gitarattan International Business School

Affiliated to Guru Gobind Singh Indraprastha University, Delhi, India

Corresponding author E-mail: prachi.sharma1@gitarattan.edu.in,

geeta.khari@gitarattan.edu.in

Abstract

Gender-based sexual harassment (GBSH) remains a critical issue in workplaces across the globe, exacerbated by the rapid rise of social media platforms. The advent of digital communication has transformed the dynamics of professional environments, where boundaries between personal and professional lives often blur. This paper explores the impact of social media on GBSH in the workplace, investigating how digital platforms contribute to the perpetuation of harassment, and the mechanisms through which victims and perpetrators interact online. Social media provides new opportunities for harassment, such as through direct messaging, inappropriate comments, and public shaming, making it harder for victims to escape or report abuse. However, social media also serves as a double-edged sword by offering a space for solidarity, support, and advocacy, as seen in movements like #MeToo. The study examines the role of social media in either reinforcing or challenging traditional power dynamics in the workplace, focusing on the role of platforms in enabling or obstructing victim reporting and organizational accountability. Furthermore, it investigates the effectiveness of corporate policies and social media platforms in preventing and addressing GBSH. The findings suggest that while social media has amplified the visibility of gender-based harassment, it has also empowered employees to share their experiences and demand systemic change. However, challenges remain in terms of legal protections, policy enforcement, and the lack of adequate support systems for victims. This paper concludes with recommendations for improving workplace culture, promoting digital literacy, and strengthening both organizational policies and legal frameworks to confront GBSH in the age of social media.

Keywords: Gender-Based Sexual Harassment, Social Media, Workplace Culture, Digital Communication, #Metoo Movement.

Introduction

Social media platforms have revolutionized global communication, enabling individuals to

Modern Perspectives in Humanities, Commerce and Management Volume II

(ISBN: 978-93-47587-58-0)

About Editors



Arpita Dey is an Assistant Professor in the Department of English at Women's College, Silchar, with over 11 years of teaching experience at the undergraduate level. She is a dedicated academician with a strong interest in literature and critical studies. Her areas of research include Indian Writing in English, Literary Theories, and French Feminist Criticism, reflecting her engagement with diverse literary traditions and critical frameworks. She has actively contributed to the academic community through the publication of several research papers in reputed national and international refereed journals. Her work demonstrates a keen analytical approach and a commitment to advancing literary scholarship. In addition to her research, she is passionate about teaching and mentoring students, fostering critical thinking and literary appreciation. She continues to engage in academic pursuits, contributing meaningfully to both teaching and research in the field of English studies.



Dr. Sajida Anjum is an academic, educator, and editor specializing in Economics, with research interests in development, labor markets, gender studies, and socio-economic issues in India. She completed her M.Phil. and Ph.D. from Jawaharlal Nehru University, New Delhi. She is currently serving as a Senior Assistant Professor at Purnea University, Purnia, Bihar. She has been actively engaged in teaching, research, and academic writing, contributing to meaningful scholarly discourse. Her work reflects a strong commitment to addressing contemporary economic and social challenges. She was recently honored with the Vice Chancellor's Research Excellence Award in recognition of her academic contributions. As an editor, she is dedicated to curating high-quality scholarly work that incorporates diverse perspectives and promotes critical inquiry in the field of economics and allied disciplines.



Dr. Karunashree V. S. is currently serving as an Assistant Professor of English in the Department of Science and Humanities at KCG College of Technology, Karapakkam, Chennai. She is a passionate teacher of English language and literature, with keen interests in writing and translation studies. She holds a Ph.D. in Cultural Studies and has around six years of teaching experience. She has published research papers in reputed journals and contributed chapters to edited books. Her academic excellence is reflected in securing University Ranks during both her undergraduate and postgraduate studies. She has also delivered expert talks on content writing skills in training programs organized by the Government of Tamil Nadu and the Ministry of Human Resource Development (MHRD), demonstrating her active engagement in academic and professional development initiatives.



Dr. P. Jayakumar is an Assistant Professor of English in the Department of English at the Academy of Maritime Education and Training (Deemed to be University), Chennai. He holds M.A. degrees in English and Linguistics, along with B.Ed., M.Phil., PGDCA, and Ph.D. With over 11 years of experience in teaching and research, including his tenure as a Research Associate at VIT and service in reputed deemed universities, he brings strong academic expertise and innovative pedagogical practices. He is a recognized Research Supervisor, author of five books, and has published over 20 research articles in reputed journals. He serves as an editor and reviewer for Scopus-indexed journals and has filed 20 patents. A TET-qualified professional, he received the Social Worker Award and Academic Development Professor Award in 2024.



INDIAN JUDICIARY

AND
75 YEARS JOURNEY OF
CONSTITUTION

PROF. (DR.) ROHIT P SHABRAN
DR. SUNIL DUTT CHATURVEDI



Prof. (Dr.) Rohit P Shabran is an Indian Jurist and also a legal consultant. A Gold Medallist in LL.B. three-year course from Dr. RMLAU, Ayodhya. He did LL.M. (Criminal Law) and LL.D. (Doctor of Laws) from the University of Lucknow. Dr. Rohit has a total teaching experience of more than 22 years in several colleges and universities. In the field of Research 15 students were awarded Ph.D. degree under the supervision of Dr. Rohit, and 8 students are currently pursuing Ph.D. under him. Dr. Rohit has also guided five students as co-supervisor in Ph.D. To his credit he has attended and presented more than 100 papers and organised various conference/ seminars/ symposia/ webinars/ workshops etc at National and International level as conference chair. He has published 48 Articles till date which has been published in UGC Care, Scopus indexed journals with two patents and 15 book chapters. His consistent efforts in the field of legal education made him achieve several awards including the Teacher Innovation Award.



Dr. Sunil Dutt Chaturvedi has specialization in Business and Corporate Laws. He has completed his Ph.D. on Geographical Indications from Shri Ramswaroop Memorial University, Barabanki, Uttar Pradesh. Apart from this he also had an illustrious career as a legal educator, having imparted knowledge and guided students at several legal institutions in India. Over the years, he has developed a rich expertise in various areas of law, making significant contributions through both teaching and research. Beyond the classroom, he has been actively involved in various academic forums, contributing to legal scholarship through publications, conferences, and seminars, further solidifying his status as an authority in the legal domain. Till now he has published 2 Books, 12 Chapters, 15 Articles and presented papers in more than 30 National and International Conferences/ Seminars. Through his teaching, research, and public engagement, the author continues to shape the legal landscape, leaving an indelible mark on both the academic and practical realms of law.



ABS Books

Education is Most Powerful Weapon

Delhi (India), China, Kyrgyzstan

₹1295

ISBN 978-93-49078-61-1



9 789349 078611

\$ 49

www.absbooksindia.com

The Fusion of Management and IT

Perspectives, Practices and Emerging Trends



Editors

Savita Mohan

Ajay Sharma

Upasana Khurana

Pooja Gupta

ABOUT THE EDITORS



Savita Mohan is a distinguished management professional with more than 28 years of rich and rewarding experience as a teacher, trainer, personality developer, and academician in the field of Management Sciences. She earned her Ph.D. in Business Administration in 2003. A prolific writer in the field of management, she has authored more than 30 books and published over 75 research papers in reputed national and international journals. Under her guidance, more than 5 Ph.D. scholars have successfully completed their doctoral research. She is also associated with various journals as a Reviewer and Editorial Board Member.



Ajay Sharma has around 23 years of teaching experience. He was awarded a Ph.D. in Computer Science from Pacific University in 2017. He is associated with different universities as an external examiner for Ph.D. thesis evaluation and viva voce examinations. He is also associated with various journals as a Reviewer and Editorial Board Member. He has co-authored 4 books and published 10 research papers in SCOPUS-indexed journals. He has also presented 2 papers at IEEE conferences and registered 6 patents. In addition, he has published several research papers in national and international journals and conference proceedings.



Upasana Khurana is teaching from past 16 Years and awarded with Best Teacher Award (Media Studies) twice. She published various papers in National and International Journals and Presented many papers in various National and International Seminars and Conferences. Dr. Upasana worked as an Associate Editor for Scholar's View- an International Journal ISSN No: 2319-121X and also worked as an Editor for Researcher's Voice – a National Journal ISSN No: 2231-6310. She has done her Ph.D. in Mass Communication from RTM Nagpur University in the year 2018.



Pooja Gupta is an accomplished academician with over 10 years of teaching experience in commerce and management. She holds a Ph.D. in Commerce from the University of Rajasthan (Jaipur) and has qualified for UGC-NET/JRF. Currently serving as an Assistant Professor at Maharaja Agrasen Institute of Management Studies (GGSIP University, Delhi). Her specialization includes Accounting and Finance, and she actively engages in research, with multiple national and international publications.

Published By

Weser Books

HEAD OFFICE: *Weser Books, No.79737, Äussere Weberstr. 57 02763 Zittau, Germany*

Website: www.weserbooks.com E-MAIL: weserbooks@gmail.com

ISBN: 978-3-96492-735-4



9

783964

927354

CONTENTS

Chapter: 1

The Algorithmic Recruiter: Transforming Talent Acquisition and Onboarding in the Indian Digital Economy

Alok Mohan, Anubhav Nath Tripathi, Satish Kumar 1

Chapter: 2

From Office to Online: Evaluating Remote Work Technologies and Their Impact on Virtual Team Performance

Ankita Shukla, Ankit Kumar Katiyar, Archana kushwaha 6

Chapter: 3

Remote Work Tools and Productivity: The Role of Digital Platforms in Enhancing Virtual Team Efficiency

Vandana Rastogi, Ekta Yadav, Barkha Gupta 10

Chapter: 4

Impact of Digital HRM and AI-Driven Workforce Analytics on Employee Turnover and Performance: A Secondary Data Analysis of Open HR Analytics Datasets

Sundram Priyadarshnie, Divya Chauhan 21

Chapter: 5

Sentiment in Symbols: A Comparative Study of Text vs. Emoji-Based Emotion in an E - Commerce Dataset

Piyush Pratap Singh, Kameshwar Singh 26

Chapter: 6

Transparency and Accountability under the RTI Act, 2005

Manoj Kumar Vij 43

Chapter: 7

Technology-Driven Workforce Management: A Human-Centric Perspective

Sonali Sajjan 58

Chapter: 8

Leveraging Information Technology for Transformative Healthcare: Opportunities and Challenges

Meenu Sahni 62

Chapter: 3

Remote Work Tools and Productivity: The Role of Digital Platforms in Enhancing Virtual Team Efficiency

Vandana Rastogi¹ Ekta Yadav² Barkha Gupta³

¹Assistant Professor, Gitarattan International Business School

²Assistant Professor, School of Business, Galgotias University, Greater Noida

³Assistant Professor, GNIOT Institute of Professional Studies, Greater Noida

ABSTRACT

The rapid advancement of digital technologies has significantly reshaped organizational work practices, leading to the widespread adoption of remote and hybrid work models. Central to this transformation are remote work tools and digital platforms that facilitate communication, collaboration, coordination, and performance management among geographically dispersed teams. This chapter examines the role of remote work tools in enhancing productivity and efficiency within virtual team environments. It traces the evolution of remote work alongside broader digital transformation initiatives, highlighting the shift from traditional office-based systems to cloud-enabled and technology-driven work structures.

The chapter provides an overview of essential remote work tools, including communication platforms, project management systems, cloud-based collaboration tools, and digital visualization applications, and analyzes their contributions to virtual team effectiveness. It explores how these tools reduce time spent on routine coordination, accelerate project turnaround, improve the quality of collaborative outputs, and enhance employee engagement and autonomy. Emphasis is placed on the importance of real-time collaboration, task visibility, accountability, and flexible work arrangements in driving productivity.

In addition to the benefits, the chapter addresses key challenges associated with the use of remote work technologies, such as technological overload, communication gaps arising from limited non-verbal cues, data security and privacy risks, and digital inequality. The findings suggest that productivity gains from remote work tools are not automatic but depend on strategic tool selection, employee digital competence, organizational support, and clearly defined usage policies. The chapter concludes by offering practical recommendations for organizations to optimize the use of digital platforms and achieve sustainable productivity in an increasingly virtual and technology-driven workplace.

Keywords: Remote Work Tools; Digital Platforms; Virtual Teams; Productivity; Digital Transformation; Collaboration Technologies; Remote Work Efficiency; Cloud Computing; Virtual Communication; Hybrid Work Models



ISBN: 978-93-47587-15-3

**MODERN
DIMENSIONS OF
HUMANITIES,
COMMERCE,
AND
MANAGEMENT
VOLUME II**

Editors:

Dr. Rajnikant Arya

Mr. Sahil Gupta

Dr. P. Prasantham

Dr. Mahendra Kumar Chouksey



Bhumi Publishing, India
First Edition: May 2026

Modern Dimensions of Humanities, Commerce and Management Volume II

(ISBN: 978-93-47587-15-3)

DOI: <https://doi.org/10.5281/zenodo.20477061>

Editors

Dr. Rajnikant Arya

Assistant Professor (Sanskrit),
Department of Education,
Chitkara University, Punjab

Mr. Sahil Gupta

Department of Laws,
Universal Law College,
Ballopur, Lalru, Mohali, Punjab

Dr. P. Prasantham

Department of English,
Aditya Institute of Technology and
Management, Srikakulam, Andhra Pradesh

Dr. Mahendra Kumar Chouksey

Department of Commerce,
Government P.G. College,
Pipariya, Madhya Pradesh



Bhumi Publishing

May 2026

Copyright © Editors

Title: Modern Dimensions of Humanities, Commerce and Management Volume II

Editors: Dr. Rajnikant Arya, Mr. Sahil Gupta,

Dr. P. Prasantham, Dr. Mahendra Kumar Chouksey

First Edition: May 2026

ISBN: 978-93-47587-15-3



DOI: <https://doi.org/10.5281/zenodo.20477061>

All rights reserved. No part of this publication may be reproduced or transmitted, in any form or by any means, without permission. Any person who does any unauthorized act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

Published by Bhumi Publishing,

a publishing unit of Bhumi Gramin Vikas Sanstha



Nigave Khalasa, Tal – Karveer, Dist – Kolhapur, Maharashtra, INDIA 416 207

E-mail: bhumipublishing@gmail.com



Disclaimer: The views expressed in the book are of the authors and not necessarily of the publisher and editors. Authors themselves are responsible for any kind of plagiarism found in their chapters and any related issues found with the book.

TABLE OF CONTENT

Sr. No.	Book Chapter and Author(s)	Page No.
1.	OCEANIC INSTABILITY AND HUMAN VULNERABILITY IN WOLFGANG FISCHER'S <i>STYX</i> (2018) Anupama T P	1 – 8
2.	MODERN DIMENSIONS OF THE HUMANITIES: INTERDISCIPLINARY PERSPECTIVES AND CONTEMPORARY CHALLENGES Shweta P. Shinde	9 – 15
3.	BEHAVIORAL FINANCE AND MARKET BEHAVIOR: AN EXPLORATION OF INVESTOR BIASES AND FINANCIAL DECISION-MAKING Manisha Kaushal Arora	16 – 24
4.	BRIDGING GREEN INTENTIONS AND GREEN ACTIONS: AN INTEGRATIVE CONCEPTUAL FRAMEWORK FOR THE ATTITUDE-BEHAVIOUR GAP IN SUSTAINABLE CONSUMPTION Dipti Jain	25 – 37
5.	COMMUNICATION SKILLS AND HUMANISTIC LEARNING IN CONTEMPORARY EDUCATION Ramana Raju Mudduluru	38 – 50
6.	EMERGING HORIZONS IN HUMANITIES, COMMERCE AND MANAGEMENT Sarika Parmeshwar Garole	51 – 55
7.	TURNING IDEAS INTO ASSETS: A STUDY ON INTELLECTUAL PROPERTY STRATEGIES FOR INDIAN STARTUPS Prachi Sharma	56 – 65
8.	SHOPLOCATE: A MACHINE LEARNING-BASED BUSINESS LOCATION RECOMMENDATION SYSTEM FOR PROFIT AND LOSS PREDICTION Hariharan R B, Sharukesh B and S. Sarmathi	66 – 76
9.	IMPACT OF WEST ASIA CONFLICT ON INDIAN ECONOMY Imran Ali	77 – 86

10.	EXPLORING THE IMPACT OF ESG RATINGS ON FINANCIAL PERFORMANCE OF COMPANIES: A REVIEW STUDY	87 – 94
	Rashmi Saha	
11.	ROLE OF ARTIFICIAL INTELLIGENCE IN MODERN HUMAN RESOURCE PRACTICES	95 – 103
	Soumya Neelapally and Mayur R Koti	
12.	भारतीयज्ञानपरम्परायां नैतिकमूल्यानां योगदानम्: एकं विश्लेषणात्मकं अध्ययनम्	104 – 114
	हंसराज शास्त्री	
13.	एकात्म मानववाद और पंडित दीनदयाल उपाध्याय	115 – 118
	किसन गावित	

BEHAVIORAL FINANCE AND MARKET BEHAVIOR: AN EXPLORATION OF INVESTOR BIASES AND FINANCIAL DECISION-MAKING

Manisha Kaushal Arora

Gitarattan International Business School, Delhi, 110 085

Corresponding author E-mail: manisha.arora@gitarattan.edu.in

Abstract

Behavioral finance is an important branch of modern finance that studies how psychological, emotional, and social factors influence investment decisions and financial markets. Unlike traditional financial theories, which assume that investors behave rationally and always aim to maximize wealth, behavioral finance recognizes that individuals often make irrational decisions due to cognitive limitations and emotional reactions. Investor biases such as overconfidence, loss aversion, anchoring, herd behavior, and confirmation bias significantly affect trading patterns, portfolio selection, and risk perception. These biases can lead to market anomalies, speculative bubbles, excessive trading, and financial instability. The field gained prominence through the contributions of researchers such as Daniel Kahneman, Amos Tversky, Richard Thaler, and Robert Shiller, whose studies demonstrated the strong relationship between psychology and financial behavior. Recent research highlights the growing impact of social media, financial technology, and global economic uncertainty on investor sentiment and decision-making. Behavioral finance has become highly relevant for investors, portfolio managers, policymakers, and financial advisors in understanding real-world market behavior. By identifying and managing behavioral biases, investors can improve financial decisions, minimize errors, and achieve more effective investment outcomes in increasingly dynamic and uncertain financial environments.

Keywords: Anchoring Bias, Behavioral Finance, Herd Behavior, Investor Psychology, Loss Aversion.

Introduction

Behavioral finance is an emerging field that combines principles of psychology and finance to understand how human emotions, cognitive errors, and social influences affect financial decision-making. Traditional financial theories assume that investors are rational individuals who always make logical decisions aimed at maximizing wealth. However, real-world observations reveal that investors often behave irrationally due to emotions such as

BRIDGING GREEN INTENTIONS AND GREEN ACTIONS: AN INTEGRATIVE CONCEPTUAL FRAMEWORK FOR THE ATTITUDE-BEHAVIOUR GAP IN SUSTAINABLE CONSUMPTION

Dipti Jain

Gitarattan International Business School, Delhi, 110 085

Corresponding author E-mail: dipti.jain@gitarattan.edu.in

Abstract

Despite mounting environmental awareness among consumers, sustainable consumption rates remain disproportionately low—a persistent puzzle known as the green attitude-behaviour gap. While the Theory of Planned Behaviour (TPB) has dominated explanations of this gap, its assumption of deliberative processing struggles to account for why strong pro-environmental intentions consistently fail to materialise as sustainable purchases. This chapter proposes an integrative conceptual framework that combines TPB with Construal Level Theory (CLT) to offer a more complete account of the gap. Drawing on CLT's premise that psychological distance shapes mental representation, we argue that the environmental consequences of consumption are perceived as temporally, spatially, socially, and hypothetically distant—and are therefore construed at high, abstract levels—while purchase decisions occur in proximate, concrete contexts. This mismatch between the construal level at which green attitudes are formed and the level at which behaviour is enacted is theorised as a fundamental driver of the gap. We develop eight testable propositions linking dimensions of psychological distance to attitude-behaviour translation, with perceived behavioural control, subjective norms, and self-identity serving as boundary conditions. The framework reframes the green gap as a problem of construal mismatch rather than motivational deficit, and offers implications for marketers, policymakers, and sustainability communicators.

Keywords: Green Consumption, Attitude-Behaviour Gap, Theory of Planned Behaviour, Construal Level Theory, Psychological Distance, Sustainable Consumer Behaviour.

1. Introduction

Climate change, biodiversity loss, and resource depletion have placed consumption at the centre of contemporary sustainability discourse (White, Habib, & Hardisty, 2019). Consumers themselves appear to recognise the stakes: surveys consistently report that

TURNING IDEAS INTO ASSETS: A STUDY ON INTELLECTUAL PROPERTY STRATEGIES FOR INDIAN STARTUPS

Prachi Sharma

Centre for Legal Studies, Gitarattan International Business School
Affiliated to Guru Gobind Singh Indraprastha University, Delhi, India
Corresponding author E-mail: prachi.sharma1@gitarattan.edu.in

Abstract

The startup ecosystem has emerged as a catalyst for economic growth, innovation, and job creation globally, with India showcasing a burgeoning landscape of entrepreneurial endeavors. This chapter investigates the intrinsic relationship between Intellectual Property Rights (IPR) and the growth trajectory of startups within the Indian context. By examining the economic significance of startups and elucidating the symbiotic nature of IPR and entrepreneurial ventures, it delves into the challenges and opportunities encountered by startups in navigating the complex IPR landscape. The contemporary startup ecosystem encompasses entities, including entrepreneurs, investors, incubators, accelerators, universities, and governmental agencies. These components synergistically contribute to fostering innovation and facilitating the growth of nascent businesses. However, startups encounter significant challenges in managing IPR, including high costs, enforcement issues, and resource constraints. Strategies for effective IPR management encompass early planning, budget allocation, legal support, and employee training. This chapter examines the contemporary landscape of startups, highlighting their economic significance, and delves into the intersection of Intellectual Property Rights (IPR) and startups.

Keywords: Startup, Intellectual Property Rights, Innovation, Economic Growth, India.

Introduction

The startup ecosystem has become a pivotal force in driving economic growth, innovation, and job creation worldwide. A startup ecosystem comprises various entities such as entrepreneurs, investors, incubators, accelerators, and supportive institutions like universities and government agencies. These components work synergistically to foster innovation and facilitate the growth of new businesses. According to the Global Startup Ecosystem Report 2023 by Startup Genome, the global startup economy is valued at nearly

HUMANITIES AND SOCIAL SCIENCES

IN THE 21ST CENTURY

EDITORS



Dr. Diganta Haloi: Assistant Professor, Department of Economics, Barama College, Barama, Assam



Dr. Raghukumara. N.: Principal, & Associate Professor of Sociology, B M S College for Women (Autonomous), Bengaluru, Karnataka.



Mr. Lohit Ch. Baishya: Assistant Professor, Department of Political Science, Rangapara College (Autonomous), Assam.



Dr. Sandaboina Shivakumar Yadav: Assistant Professor, Department of Commerce, KL Business School, Koneru Lakshmaiah Education Foundation Deemed to be University



Dr. K. Sheik Fareeth : Assistant Professor of Social Work, Jamal Mohamed College (Autonomous), Trichy, Tamil Nadu

HUMANITIES

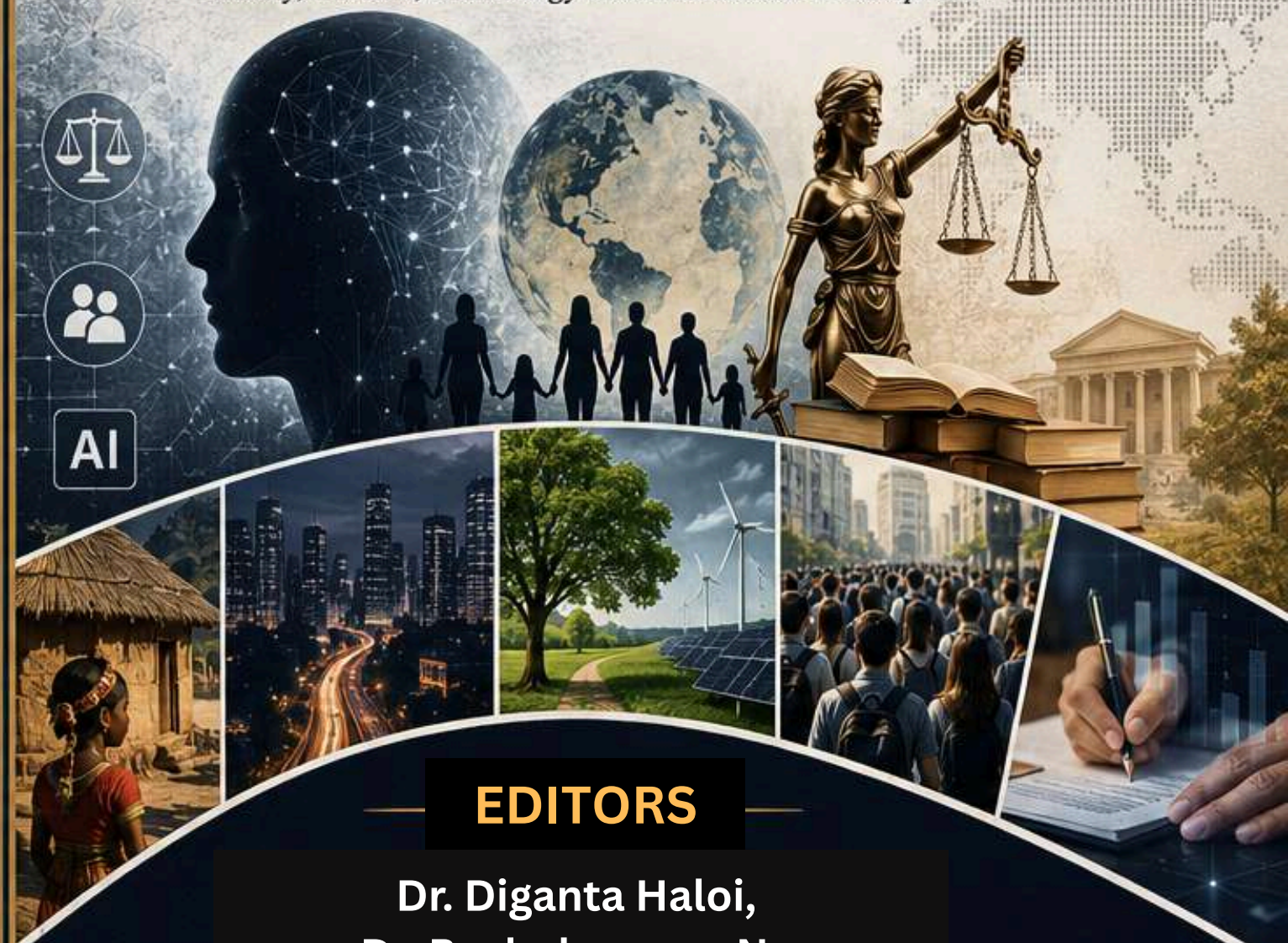
AND

SOCIAL SCIENCES

IN THE 21ST CENTURY

AN
EDITED
VOLUME

*Interdisciplinary Perspectives on
Society, Culture, Technology and Sustainable Development*



EDITORS

Dr. Diganta Haloi,
Dr. Raghukumara. N.,
Mr. Lahit Ch. Baishya,
Dr. Sandaboina Shivakumar Yadav,
Dr. Sheik Fareeth

Humanities and Social Sciences in the 21st Century - A research- based peer reviewed book published by Exegium Scholarly Press, Guwahati - 28, printed at Tech Udyam Solutions Private Limited, Delhi - 110092.

Editors:

Dr. Diganta Haloi: Assistant Professor, Department of Economics, Barama College, Barama, Assam.

Dr. Raghukumara. N.: Principal, & Associate Professor of Sociology, B M S College for Women (Autonomous), Bengaluru, Karnataka.

Mr. Lohit Ch. Baishya: Assistant Professor, Department of Political Science, Rangapara College (Autonomous), Assam.

Dr. Sandaboina Shivakumar Yadav: Assistant Professor, Department of Commerce, KL Business School, Koneru Lakshmaiah Education Foundation Deemed to be University

Dr. K. Sheik Fareeth: Assistant Professor of Social Work, Jamal Mohamed College (Autonomous), Trichy, Tamil Nadu

Reviewers:

Prof. (Dr.) Shakeel Ahmed, Former Director, Poona Institute of Management Sciences & Entrepreneurship.

Dr. Sabina Begum, Jorhat Kendriya Mahavidyalaya

Dr. M.B. Mistry, Poona College, Pune

Dr. A. Hannan, Magadh University, Bodhgaya, Bihar

Smriti Ghatani, Department of Political Science, Siliguri College, West Bengal

Dr. A. Shamshad, Poona College, Pune

Dr. Sanjay Kr Maurya, Dr. Aktar Hussain, Bir Raghab Moran Government Model College, Doomdooma.

Published By : *Exegium Scholarly Press, Guwahati – 28*

© Publisher

Year of Publication : May, 2026

ISBN : 978-93-5914-631-7

Price : 1250/-

Printed at : Tech Udyam Solutions Private Limited (Printster.in), S-548A, 1st Floor, School Block, Shakarpur, Laxmi Nagar, Delhi, 110092 India

Disclaimer : The facts, opinion expressed here in the book are entirely of the author(s) and the editorial board of the book is not responsible for plagiarism issues. Unintentional errors to be addressed to concerned author(s).

CONTENTS

Sl. No	Title	Page No
1	Humanities and Artificial Intelligence: Ethical, Social, and Philosophical Perspectives <i>Dr. Puneet Kumar Srivastava</i>	1
2	Gendered Justice: Women, Law and Literary Representation <i>Dr. Milton Kumar Acharjee; Maibam Donna Devi; Dr. Pinaki Subhra Samanta; & Dr. Manisha Chhotray</i>	8
3	Interdisciplinary Responses to 21st-Century Social Challenges in Humanities and Social Sciences <i>Dr. Manjula Gogoi</i>	17
4	Tribal Development Policies in North East India: With a Special Reference to Tripura <i>Vanlalrema Kuki</i>	23
5	Values Education for Citizenship <i>Dr Amit Hemant Mishal</i>	31
6	Algorithmic Governance, Indigenous Data Sovereignty and the Politics of Sustainable Digital Futures: A Critical Anthropological Analysis <i>Subham Prasad Sahoo & Manashree Manamukta Naik</i>	35
7	Growth Dynamics of Digital Advertising and E-Commerce Markets in India: An Empirical Study <i>Hema Rani; Dr. Abhilash Nautiyal; Dr. Sanjay Singh; & Dr. G. Henry James</i>	40
8	Unsung Heroines of Indian Independence: Women in the Freedom Movement with Special Reference to Underprivileged Communities <i>Mohd Zaid; Deepika Jaglan; Dr. Reeta Maurya; & Dr. Hrushikesh Sahoo</i>	46
9	Tourism Infrastructure and Economic Growth in India: A Geographical and Econometric Analysis <i>Dr. Amit Kumar Singh; Dr. Sabita Soren; Ms. Rashmi Yadav; Manash Pratim Sarma</i>	54
10	Environmental Indicators and Carbon Emissions in India: A Time-Series Econometric Study <i>Dr. Padma Hazarika; K. Abhinay Deep; & Dr. Pranav Bansal</i>	63
11	Invisible Wounds: Human Rights Violations and Mental Health among Dalit Women in India <i>Dr Binoyjyoti Das & Prof Bhup Singh Gaur</i>	70
12	Higher Education Financing, Human Capital Formation, and Graduate Employment: Evidence from India <i>Mrs. Chanchal Yadav; Dr. Easwaran K; Dr. Kunmun Mishra, Shahnaz Parbin</i>	77
13	Virtual laboratory - Partnership Between Humans and Artificial Intelligence <i>Dr Amit Hemant Mishal</i>	86
14	Strategic Autonomy and Economic Nationalism: The Political Economy of Protectionism in India's Global Trade Strategy <i>Prof Bhup Singh Gaur, Dr Jyoti</i>	92
15	Social Determinants of Health and Health Inequalities in India: Evidence from NFHS-5 and National Health Indicators <i>Dr. Arun Kumar Patilkar; Fakir Mohan Bag</i>	103
16	Land Use, Climate Variability and Disaster Vulnerability in India: A Spatio-Temporal Analysis <i>Dr. P. Lienzapau Gangte & T.L. Haokip</i>	113
17	Resilience in the IT Sector: A Critical Review of Empirical and Theoretical Research Perspectives on Sustainability and Survival <i>Sophia Samantaray</i>	121
18	The Great Calcutta Killing and the Noakhali Riots of 1946 in Autobiographical Memory: A Critical Historical Study <i>Golam Rashid</i>	136
19	Human Resource Dynamics and Organisational Performance: A Quantitative Study of Leading Indian IT Companies <i>Md Aktar Hussain; Ms. Rashmi Yadav; Dr Surjyasikha Das</i>	143
20	Fueling Entrepreneurship: Tax Incentives for Startups and MSMEs <i>Prof Chandra Sekhar Rajanala</i>	150
21	Customer Retention, Acquisition and Expectation <i>Dr. Susmita Das</i>	159
22	Human Rights in the Globalised World <i>Dr. Sanjay Mohanty</i>	167
23	Tourism Sustainability and Livelihood Development in India: A Comparative Assessment of Selected States <i>Rajeshwari Wagh; Prof Dr Seemi Nazneen Lodi; Dr Surjyasikha Das</i>	174
24	Artificial Intelligence as a Catalyst for Rural Development and Inclusive Agriculture <i>Dr. Abdul Wakil Ali</i>	182
25	Impact of Goods and Services Tax (GST) on Tax Revenue Collection in India: Evidence from Revenue Trends, Tax Buoyancy, and Fiscal Performance <i>Dr. Suresh Tamang; Mr. Allied Christopher Tasho Lepcha; & Mr. Pema Gyatso Sherpa</i>	191

CHAPTER 7

Growth Dynamics of Digital Advertising and E-Commerce Markets in India: An Empirical Study

Hema Rani¹; Dr. Abhilash Nautiyal²; Dr. Sanjay Singh³; & Dr. G. Henry James⁴

¹Assistant Professor, Gitarattan International Business School, New Delhi, Affiliated to GGSIPU;

²Swami Vivekanand Subharti University;

³Assistant Professor and Head, Department of Tourism; Studies, Dharmanand Uniyal Government Degree College Narendranagar Tehri Garhwal Uttarakhand;

⁴MBA, M.Phil, PhD, D.litt., Department of Management studies (Hospital Administration), Anil Neerukonda Institute of Science and Technology, Sangivalsa, Tagaruvalsa, Bheemli post, Visakhapatnam

Abstract

This study examines the relationship between digital advertising expenditure and e-commerce growth in India during the period 2000–2025. The objective of the study is to analyse how digital infrastructure, technological adoption, and macroeconomic factors influence the expansion of India's online retail market. The study is based on secondary data collected from published institutional and industry sources and employs multiple linear regression analysis with robustness checks. The findings reveal that internet users, internet penetration, GDP growth, foreign direct investment, and digital advertising expenditure exert a significant positive influence on e-commerce growth. The results indicate that India's digital economy has expanded rapidly due to improved connectivity, growing digital payment adoption, and rising online consumer engagement. Inflation was found to negatively affect e-commerce expansion, while certain technology variables exhibited mixed outcomes due to structural market transitions. The study highlights that digital ecosystem development, rather than advertising alone, drives long-term online market growth. The study suggests strengthening digital infrastructure, improving internet accessibility, and promoting stable investment policies to sustain e-commerce expansion. Policymakers should also focus on digital inclusion and affordable technology access.

Keywords: Digital economy, Online consumer behaviour, Internet penetration, Digital payments, Market transformation, Technology adoption

Introduction

The rapid expansion of the digital economy has transformed the structure of modern markets, consumer behaviour, and business communication across the world. In India, the emergence of affordable internet services, smartphone penetration, digital payment systems, and platform-based retailing has significantly accelerated the growth of e-commerce over the last two decades. Alongside this transformation, digital advertising has emerged as a major marketing strategy enabling firms to reach wider audiences through social media, search engines, mobile applications, and data-driven promotional campaigns. The increasing integration between digital advertising and online commerce has fundamentally reshaped India's marketing ecosystem and consumer marketplace. India currently represents one of the fastest-growing digital consumer markets globally. According to the Reserve Bank of India, the rapid adoption of digital payment systems and internet-based financial services has substantially strengthened online commercial activity in recent years. Similarly, the Economic Survey of India observed that rising internet accessibility and digital infrastructure development have contributed significantly to the expansion of platform-based economic activities and online retail markets. The growth of low-cost mobile internet after the telecom reforms and increased competition in the sector created unprecedented digital inclusion, particularly after 2016. Digital advertising has simultaneously evolved into a central component of



Dr. Yaduveer Yadav

D.Litt. Research Scholar, Dept. of Business Administration University of Rajasthan, Jaipur

Dr. Yaduveer Yadav is a young, prolific author and academic professional with expertise in Finance, Economics, Banking, and Business Management. He is currently pursuing a D.Litt. in the Department of Business Administration at the University of Rajasthan, Jaipur. He holds a Post-Doctoral Fellowship (PDF) from RUSA and ICSSR, a Ph.D. from the University of Rajasthan, and an MBA from Amity University, along with multiple certifications in Banking, Finance, and Quality Control. With extensive experience teaching UG and PG classes across various management institutes, delivering corporate training and counselling sessions, and guiding the implementation of Quality Control Tools in numerous organizations, he seamlessly blends academic depth with corporate insight. His innovative teaching methods have been recognized with multiple "Best Faculty" awards, and he has successfully mentored many students in research projects, career planning, and competitive exam preparation. He has authored several management books, newspaper articles, and over 50 research papers published in leading national and international journals. He also serves as an editor and editorial board member for multiple journals of international repute. Extending his scholarly impact, he has been a keynote speaker at several national and international conferences on finance and management, and has conducted faculty development programs (FDPs) and workshops on research methodology and quality control tools. Constantly adding value to students and professionals alike, he stands as an expert in every sense of the word. He actively contributes to curriculum development for MBA and BBA programs in collaboration with leading universities, and his recent work focuses on integrating AI, Climate Change and Sustainable Development. With a strong commitment to academic excellence and industry relevance, he continues to inspire the next generation of leaders.

DOI: <https://doi.org/10.52458/9789349381162.2026.eb>



Aggarwal Plaza, LSC-1, Mayur Vihar Phase-3,
Delhi- 110096, India
Phone: +91 11 43025144
Email: submission@kaavpublicatons.org
Website: www.kaav.org / www.kaavpublicatons.org

ISBN: 978-93-49381-16-2

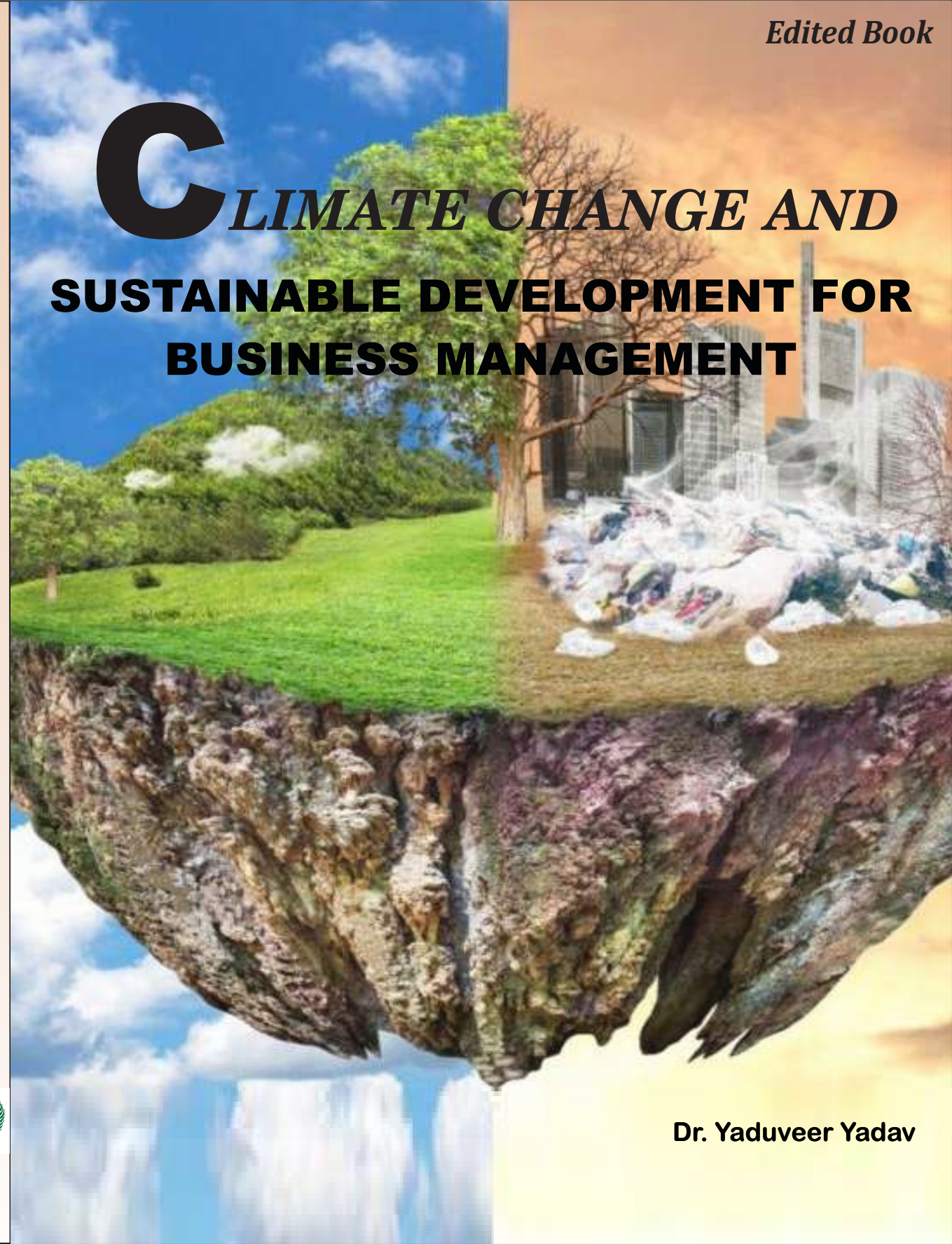


Price: 772/- US\$40



Climate Change and Sustainable Development for Business Management

C *CLIMATE CHANGE AND SUSTAINABLE DEVELOPMENT FOR BUSINESS MANAGEMENT*



Edited Book

Dr. Yaduveer Yadav

Published By:

KAAV PUBLICATIONS,

Aggarwal Plaza, LSC- 1, Mayur Vihar Phase 3, DELHI- 110096

Email Id.: kaavpublications@gmail.com, submission@kaavpublications.org

Content © Author: Dr. Yaduveer Yadav

Publication, Printing, E-book & Digital rights subject to Copyright of KAAV® Publications, Delhi

Typesetting By: Ms. Shama

Kaav ID: KAAV/BP/A-346-26

Printed By: KAAV® Media Pvt. Ltd., Delhi

Published By: KAAV® Publications, Delhi

First Impression 2026

Print Copy: INR 772/- US\$40

ISBN: 978-93-49381-16-2

DOI: <https://doi.org/10.52458/9789349381162.2026.eb>

KAAV® PUBLICATIONS (All Rights Reserved)

We hereby declare that the publisher's role is limited to the publication of the book only, with no involvement in distribution or royalty policies/agreements. The responsibility for the facts stated, opinions expressed, conclusions reached, and any instances of plagiarism, if present, lies solely with the authors/editors/contributors. Neither the publisher nor the publishing team bear any responsibility for them whatsoever. All rights reserved. No part of this book may be reproduced, stored, or transmitted in any form or by any means without prior written permission from the publisher. The publisher's liability is limited to binding mistakes, misprints, or missing pages. Some images used in this book may have been sourced from other references, and the responsibility of providing proper citations for these images rests with the author/editors/contributors. For more clear guidelines, please check the website. The complete book will not be available in soft copy format on the website. Each chapter of this textbook will be available online on the website with proper citation. It will be freely accessible to everyone for academic purposes.

TABLE OF CONTENT

Sr. no.	Title	Page no.
1.	Strategic Synergies Between Climate Change Mitigation and Sustainable Development: A Business Management Framework for the Post-2026 Global Economy <i>Dr. Yaduveer Yadav</i>	1-8
2.	Strategic Green Human Resource Management for Climate Resilience: A Framework for Indian Organisations <i>Dr. Bhawana Sharma</i>	9-17
3.	Building Resilient Healthcare for a Changing Climate: An Indian Management Perspective <i>Dr. Deepti Sharma</i>	18-25
4.	Green Travel Applications and Climate Action: Examining the Role of AI-Powered Digital Platforms in Promoting Sustainable Tourism Behaviour <i>Devvandya Mishra</i> <i>Ms. Cherry Patni</i> <i>Dr. Lokesh Vijayvargy</i>	26-34
5.	Regulatory Frameworks for Sustainable Business: Global Standards, Indian Policies and ESG Governance <i>Dr. Neha Agarwal</i>	35-52
6.	Digital Lending, Climate Vulnerability, and Sustainable Finance in India: An Analytical Study of Risk, Access and Performance <i>Dr. Gaurav Bagra</i>	53-62
7.	Climate Change, Sustainable Development and Corporate Social Responsibility in India: A Theoretical and Review-Based Perspective <i>Dr. Mayank Agarwal</i>	63-72
8.	Green Business Strategies and Sustainable Development in India: A Management Perspective on Climate Action <i>Dr. Rishabh Sharma</i>	73-83
9.	Behavioural Biases and Algorithmic Trading: Impact on Retail Investor Performance in the Indian Stock Market – A Climate Change and Sustainable Development Perspective <i>Dr. Sandeep Aggarwal</i>	84-93
10.	Social Media Platforms As Business Development Tools: An Analytical Study <i>Dr Kirti Agarwal</i>	94-102

11.	Training and Development as Drivers of Business Growth & Strategic Innovations: An Analytical Study	103-108
	<i>Dr Vikrant Kumar</i>	
12.	Investment Decision Strategy Making and Organizational Expansion – A Study	109-114
	<i>Dr. S.M.Anas Iqbal</i>	
13.	Scenario Planning and Strategic Flexibility in Uncertain Business Environments: An Empirical Study of Indonesian Companies	115-121
	<i>Dr Kirti Agarwal</i>	
	<i>Dr. S.M.Anas Iqbal</i>	
14.	Adoption of Artificial Intelligence in Business Development: Opportunities and Challenges	122-127
	<i>Vishesh Kanti Jain</i>	
15.	Role of Logistics Optimization in Enhancing Business Competitiveness	128-134
	<i>Ms. Paridhi Grover</i>	
16.	Analyzing the Factors Affecting Business Development on Women Entrepreneurship: An Analytical Study	135-141
	<i>Dr. A.K. Singh</i>	
	<i>Dr Vikrant Kumar</i>	
	<i>Dr Kirti Agarwal</i>	
	Epilogue	142

CHAPTER: 05

Regulatory Frameworks for Sustainable Business: Global Standards, Indian Policies and ESG Governance

Dr. Neha Agarwal

*Assistant Professor, Centre of Management Studies
Gitarattan International Business School, Rohini, Delhi*

Ch.Id:-KAAV/EB/CCSDBM/2026/CH-05

DOI: <https://doi.org/10.52458/9789349381162.2026.eb.ch-5>

ABSTRACT

This chapter examines the regulatory and policy landscape that governs sustainable business practices in the contemporary global economy. As climate change, resource depletion, rising inequality, and governance failures increasingly threaten economic stability and social welfare, governments, international organizations, and regulatory bodies have responded with an expanding array of frameworks designed to embed environmental, social, and governance (ESG) considerations into corporate decision-making. The chapter argues that voluntary sustainability actions, while commendable, are insufficient to achieve the systemic transformation required for a sustainable economy, necessitating binding regulations, enforceable standards, and institutional accountability mechanisms.

Drawing on institutional theory, stakeholder theory, and the concept of the triple bottom line, the chapter provides a comprehensive analysis of global frameworks including the United Nations Sustainable Development Goals (SDGs), the Paris Agreement, the Global Reporting Initiative (GRI), and OECD guidelines alongside a detailed examination of the Indian regulatory context, including the Companies Act, 2013, Business Responsibility and Sustainability Reporting (BRSR), and SEBI's ESG disclosure norms. The chapter further develops a conceptual framework linking regulatory pressure to corporate sustainability strategy, ESG implementation, stakeholder trust, and sustainable business performance. It concludes with policy recommendations and future research directions, contributing to the growing academic discourse on the intersection of governance, regulation, and corporate sustainability.

Keywords: Sustainable Business, Regulatory Framework, ESG Disclosure, Corporate Social Responsibility (CSR), Corporate Governance, Environmental Policy, Green Economy, Compliance and Accountability.

1. INTRODUCTION

The twenty-first century has ushered in an era of unprecedented environmental and social challenges. Climate change, biodiversity loss, water scarcity, growing income inequality, and governance deficits have collectively undermined the foundational assumptions of conventional business models premised primarily on profit maximization. The landmark report of the Brundtland Commission (1987) articulated the concept of sustainable development as meeting the needs of the present generation without

MINDS, MACHINES, AND MARKETS:

Bridging AI, Computer Technology, Finance,
and Humanity in the Digital Intelligence Era



Dr. Rohit Garg

Ms. Sakshi Aneja

Dr. Pooja Gupta

Copyright 2026 by Dr. Rohit Garg, Ms. Sakshi Aneja and Dr. Pooja Gupta

First Impression: May 2026

**Minds, Machines, and Markets: Bridging AI, Computer Technology,
Finance, and Humanity in the Digital Intelligence Era**

ISBN: 978-81-69295-00-0

Rs. 999/- (\$80)

No part of the book may be printed, copied, stored, retrieved, duplicated and reproduced in any form without the written permission of the editor/publisher.

DISCLAIMER

Information contained in this book has been published by Nex Gen Publications and has been obtained by the editors from sources believed to be reliable and correct to the best of their knowledge. The authors are solely responsible for the contents of the articles compiled in this book. Responsibility of authenticity of the work or the concepts/views presented by the author through this book shall lie with the author and the publisher has no role or claim or any responsibility in this regard. Errors, if any, are purely unintentional and readers are requested to communicate such error to the author to avoid discrepancies in future.

Published by:
Nex Gen Publications

Table of Contents

Title of Chapters	Page No.
AI-DRIVEN MARKETING AND PERSONALISED CONSUMER EXPERIENCE: TRANSFORMING RETAIL IN MUMBAI'S BEAUTY AND LIFESTYLE SECTOR	1 – 7
<i>Dr. Nital Manoj Kothari</i>	
AI-DRIVEN MARKETING AND PERSONALIZED CUSTOMER EXPERIENCES IN THE DIGITAL INTELLIGENCE ERA: OPPORTUNITIES, CHALLENGES AND STRATEGIC IMPLICATIONS	8 – 14
<i>Dr. Ravikumar J S</i>	
HUMAN-CENTERED AI: ETHICS, TRUST & RESPONSIBLE INNOVATION	15 – 21
<i>Dr. J. Kavitha</i>	
DIGITAL INTELLIGENCE AND HUMAN-CENTRIC TRANSFORMATION: SOCIAL AND CULTURAL PERSPECTIVES IN THE AI-DRIVEN ERA	22 – 41
<i>Dr. Pooja Sharma</i>	
BEHAVIOURAL FINANCE AND AI-BASED DECISION SUPPORT SYSTEMS	42 – 49
<i>Ms. K. Lavanya and Dr. V.R. Nedunchezian</i>	
HUMAN-CENTERED ARTIFICIAL INTELLIGENCE: ETHICAL FOUNDATIONS, CHALLENGES, AND FUTURE DIRECTIONS	50 – 60
<i>Dr. Meenakshi Sharma and Dr Manjeet</i>	

THE FUTURE OF WORK IN THE AGE OF AUTOMATION	148 – 158
--	-----------

Dr. Nital Kothari

AI-DRIVEN EMPLOYER BRANDING AND RECRUITMENT MARKETING: INTEGRATING HUMAN RESOURCE MANAGEMENT WITH DIGITAL CONSUMER ENGAGEMENT	159 – 167
--	-----------

Ms. Bhawna Sharma and Ms. Anu

BEHAVIORAL FINANCE IN THE AGE OF AI: UNDERSTANDING CONSUMER FINANCIAL DECISIONS	168 – 177
--	-----------

Prabakaran V, Midhun Nadh K and Dhivya C

ARTIFICIAL INTELLIGENCE AS A ROADMAP FOR RESEARCH: A CONCEPTUAL MODEL FRAMEWORK	178 – 189
--	-----------

Ms Neha Soni

ENHANCING CONSUMER ENGAGEMENT THROUGH AI CHATBOTS: SERVICE QUALITY, USER EXPERIENCE, AND CONTINUANCE BEHAVIOUR	190 – 201
---	-----------

Dr. Dipti Jain

EMERGING TRENDS IN FINTECH AND DIGITAL FINANCIAL SYSTEMS	202 – 216
---	-----------

Shreya Garg

BLOCKCHAIN TECHNOLOGY IN BANKING: TRANSFORMING TRUST AND TRANSPARENCY	217 – 226
--	-----------

Prabakaran V, Anuvijaya Prafula Chandran and Ragul PR

AI-DRIVEN FINANCIAL SERVICES: RESHAPING THE FUTURE OF FINANCE 227 – 235

Dr. Manisha Kaushal Arora

BIG DATA ANALYTICS AND PREDICTIVE ANALYTICS IN BUSINESS 236 – 245

Dr. R Tamilselvi

DIGITAL INTELLIGENCE AND CITIZEN JOURNALISM: SOCIAL, CULTURAL, AND HUMANISTIC PERSPECTIVES 246 – 254

Dr. Shipra Dua and Kashish Sahni

HUMAN-CENTERED AI IN MARKETING: BUILDING CONSUMER TRUST AND PERSONALIZED CUSTOMER EXPERIENCES IN THE DIGITAL INTELLIGENCE ERA 255 – 262

Renu Kumari and Madhu Bala

PROACTIVE MARKET INTELLIGENCE: HOW AI ANTICIPATES CONSUMER PREFERENCES AND PURCHASING BEHAVIOUR 263 – 273

Dr. Abhishek Bandyopadhyay, Arpan Tewary, Ankit Debnath³ and Kushal Kabiraj

FINTECH ADOPTION IN RURAL COMMUNITY NEARBY INDORE: AN EMPIRICAL ANALYSIS OF DIGITAL PAYMENT BEHAVIOUR 274 – 284

Reshu Agarwal, Rahul Kashyap and Ritik

FINTECH INNOVATION: BLOCKCHAIN, DIGITAL PAYMENT AND CRYPTOCURRENCY 285 – 291

Dr Sushil Kumar Sharma

ENHANCING CONSUMER ENGAGEMENT THROUGH AI CHATBOTS: SERVICE QUALITY, USER EXPERIENCE, AND CONTINUANCE BEHAVIOUR

Dr. Dipti Jain

Associate Professor, Centre for Management Studies, Gitarattan International
Business School (GIBS), Affiliated to Guru Gobind Singh Indraprastha University,
Dwarka

ABSTRACT

Artificial Intelligence (AI) has transformed customer interaction processes by enabling organizations to provide instant, personalized, and efficient digital support through chatbot systems. AI-powered chatbots are increasingly being integrated into sectors such as banking, e-commerce, education, healthcare, and hospitality to enhance service delivery and improve customer engagement. However, the success of chatbot services depends not only on technological advancement but also on the quality of interaction and the experience perceived by users.

This book chapter examines the influence of AI chatbot service quality dimensions—usability, interactivity, and technology usage—on consumer experience and continuance behaviour. Drawing upon the Technology Acceptance Model (TAM) and Expectation Confirmation Theory (ECT), the chapter proposes a conceptual framework explaining how service quality influences long-term usage intentions through consumer experience. The study adopts a quantitative approach using Structural Equation Modeling (SEM) to analyze relationships among the constructs. (Davis, 1989).

The findings reveal that usability, interactivity, and technology usage significantly influence consumer experience and continuance behaviour. Consumer experience further acts as a mediating factor between service quality dimensions and continued chatbot usage. The chapter contributes to existing literature by integrating service quality and technology acceptance perspectives within AI-enabled customer service environments. Practical implications for organizations include improving chatbot responsiveness, personalization, user-friendly design, and technological reliability to foster customer satisfaction and loyalty.

Keywords: Artificial Intelligence, AI Chatbots, Consumer Experience, Service Quality, Continuance Behaviour, Technology Acceptance Model, Structural Equation Modeling (Davis, 1989).

1. INTRODUCTION

Artificial Intelligence (AI) has emerged as one of the most influential technological innovations shaping contemporary business environments. Organizations across industries increasingly rely on AI-driven systems to automate customer interactions, improve operational efficiency, and deliver personalized services. Among these technologies, AI-powered chatbots have gained substantial importance due to their

AI-DRIVEN FINANCIAL SERVICES: RESHAPING THE FUTURE OF FINANCE

Dr. Manisha Kaushal Arora

Associate Professor, Gitarattan International Business School

ABSTRACT

The rapid advancement of Artificial Intelligence (AI) is transforming the global financial services industry by enhancing operational efficiency, improving customer experiences, and redefining decision-making processes. This chapter, “AI-Driven Financial Services: Reshaping the Future of Finance,” explores the growing integration of AI technologies such as machine learning, natural language processing, robotic process automation, predictive analytics, and generative AI within the financial ecosystem. The study highlights the application of AI in banking, insurance, investment management, fraud detection, credit scoring, risk assessment, customer relationship management, and personalized financial advisory services.

The chapter further examines how AI-driven innovations are accelerating the evolution of digital banking and FinTech platforms while enabling data-driven financial inclusion and real-time financial solutions. In addition, it discusses the strategic benefits of AI adoption, including cost reduction, enhanced accuracy, improved compliance management, and strengthened cybersecurity frameworks. Despite its transformative potential, the chapter critically addresses major challenges associated with AI implementation, such as data privacy concerns, algorithmic bias, ethical dilemmas, regulatory uncertainty, and workforce displacement.

The study also emphasizes the future prospects of AI in financial services by analyzing emerging trends such as autonomous finance, blockchain-AI integration, intelligent wealth management, and sustainable financial technologies. By combining theoretical insights with contemporary industry developments, the chapter provides a comprehensive understanding of how AI is reshaping financial services and redefining the future of global finance. The findings of this chapter are valuable for academicians, researchers, policymakers, financial institutions, and industry practitioners seeking to understand the evolving relationship between AI and the financial sector.

Keywords: Artificial Intelligence (AI), Credit Scoring, Digital Banking, Financial Technology (FinTech), Predictive Analytics.

INTRODUCTION

Artificial Intelligence (AI) has become a disruptive force reshaping the structure and functioning of the global financial services industry. Over the past decade, rapid digital transformation, exponential growth in data generation, and advancements in computing power have enabled financial institutions to adopt AI-based systems at an unprecedented scale. AI is no longer limited to experimental applications; it is now

ABOUT THE EDITOR AND CO-EDITORS



Editor

Dr. Rohit Garg

Professor & Head

Department of Business Studies

Panipat Institute of Engineering & Technology (PIET)

Samalkha (Panipat), India



Co-Editor

Ms. Sakshi Aneja

Assistant Professor

Department of Business Studies

Panipat Institute of Engineering & Technology (PIET)

Samalkha (Panipat), India



Co-Editor

Dr. Pooja Gupta

Associate Professor

Department of Business Studies

Panipat Institute of Engineering & Technology (PIET)

Samalkha (Panipat), India

ABOUT THE BOOK

Minds, Machines, and Markets: Bridging AI, Computer Technology, Finance, and Humanity in the Digital Intelligence Era explores the profound transformation taking place at the intersection of artificial intelligence, computer technology, finance, business, and society. As intelligent systems redefine decision-making, automation, digital finance, cybersecurity, and human interaction, this book provides a multidisciplinary perspective on how technology is reshaping the modern world.

Bringing together insights from researchers, academicians, industry professionals, and innovators, the book examines emerging trends such as machine learning, generative AI, fintech, blockchain, data analytics, digital governance, ethical AI, and sustainable technological development. It also highlights the growing importance of human-centered innovation, responsible AI adoption, and the balance between technological advancement and societal well-being.

Designed for students, researchers, policymakers, entrepreneurs, technology professionals, and business leaders, this volume serves as a valuable resource for understanding the opportunities and challenges of the Digital Intelligence Era. By bridging the worlds of minds, machines, and markets, the book encourages readers to envision a future where technological innovation and human values work together to create inclusive, intelligent, and sustainable progress.



India | UAE | Nigeria | Malaysia | Montenegro | Iraq | Egypt | Thailand | Uganda | Philippines | Indonesia

Nex Gen Publications || www.nexgenpublication.com || info@nexgenpublication.com

APPLIED AI LAW AND POLICY

Comparative and Cross-Border Approaches

Editors

Prof. (Dr.) Govind Prasad Goyal

Prof. (Dr.) Bhavish Gupta

Dr. Prodipta Barman

Prof. (Dr.) Bodhisatva Acharya

Dr. Gagandeep Kaur

Dr Asha Rani



Bharti Publications

New Delhi- 110002 (INDIA)

Copyright © Editors

Title: Applied AI Law and Policy: Comparative and Cross-Border Approaches

Editors: Prof. (Dr.) Govind Prasad Goyal, Prof. (Dr.) Bhavish Gupta,
Dr. Prodipta Barman, Prof. (Dr.) Bodhisatva Acharya,
Dr. Gagandeep Kaur, Dr. Asha Rani

All rights reserved. No part of this publication may be reproduced or transmitted, in any form or by any means, without permission. Any person who does any unauthorised act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

First Published, 2026

ISBN: 978-81-69155-01-4

Published by :

Bharti Publications

4819/24, 2nd Floor, Mathur Lane

Ansari Road, Darya Ganj, New Delhi-110002

Phone: 011-23247537

Mobile : +91-989-989-7381

E-mail : bhartipublications@gmail.com

info@bharatipublications.com

Website : www.bhartipublications.com

Printed in India: by Sagar Color Scan, Delhi

Disclaimer: : The views expressed in the book are the contributing author(s) and not necessarily of the Publisher and Editor. Contributing Author(s) is themselves are responsible for any kind of plagiarism found in their paper or chapter and any related issues with paper or chapter.

Contents

<i>Preface</i>	<i>iii-iv</i>
<i>Acknowledgement</i>	<i>v-vi</i>
1. Artificial Intelligence in Practice: Legal, Policy, and Regulatory Foundations	1-15
Dr. Gigimon VS & A.R Adheeth lal	
2. From Ethics to Enforcement: The Evolution of AI Governance	16-26
Dr. Rituparna Bhattacharjee	
3. Risk-Based Regulation of AI Systems: Comparative Models and Outcomes	27-38
Dr. Prabjeet Sandhu	
4. The European Union AI Act: Architecture, Compliance, and Global Impact	39-51
Ravina Parihar	
5. United States Approach to AI Regulation: Sectoral, Soft Law, and Market-Led Models	52-67
Dr. Neelam Seam	
6. India's Emerging AI Governance Framework: Law, Policy, and Institutional Design	68-77
Prof. (Dr.) Amit Singh	
7. United Kingdom's Pro-Innovation AI Regulatory Strategy	78-86
Dr. Govind Prasad Goyal	
8. China's AI Regulation: State Control, Data Governance, and Algorithmic Accountability	87-95
Dr. Sudhakaran	

CHAPTER 5

United States Approach to AI Regulation: Sectoral, Soft Law, and Market-Led Models

Dr. Neelam Seam*

Abstract

The United States approach to artificial intelligence regulation is characterised by a distinctive blend of sectoral oversight, voluntary frameworks, executive action, and market-led governance mechanisms that stands in deliberate contrast to the comprehensive, prescriptive approach of the European Union. This chapter provides a systematic analysis of US AI governance architecture, examining the constitutional foundations and political economy that have produced the US regulatory style; the NIST AI Risk Management Framework as the operative soft law standard; the role of the Federal Trade Commission, Equal Employment Opportunity Commission, Consumer Financial Protection Bureau, Food and Drug Administration, and other sector-specific agencies in AI oversight; Executive Order 14110 on Safe, Secure, and Trustworthy AI; Congressional legislative dynamics; state-level AI legislation; civil society litigation as a governance mechanism; and voluntary AI commitments by major AI companies. The chapter critically evaluates the adequacy of the distributed, voluntary US approach in addressing documented AI harms, including algorithmic discrimination, AI-generated misinformation, privacy violations, and the systemic risks posed by frontier AI systems. It analyses the structural tensions between the US commitment to innovation leadership and the regulatory adequacy demands generated by AI harms, and proposes a framework for US AI governance evolution.

* Associate Professor & Programme Coordinator at Gitarattan International Business School

Global Flux 2050

**Navigating Technology, Media, Economy,
Law & Human Freedom**

Copyright © 2026 by Trinity Institute of Professional Studies instead of any individual

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form by any means, electronic, mechanical, magnetic, optical, chemical, manual, photocopying, recording or otherwise, without the prior written consent of its copyright holder indicated above.

ISBN: 978-93-7424-590-3

Price: ₹1045.00

Publishing Year 2026

Published by:

Crown Publishing

Head Office: 3rd Floor, B.incube, Bilaspur,
Chhattisgarh 495006

Phones: +91 77228 14335

Email: publish@crownpublishing.in

Website: www.crownpublishing.in

Contents

1. Impact of ESG Practices on Responsible Growth: An Empirical Study	1
<i>Dr. Meenakshi Kaushik, Asha Kumari & Dr. Ksh. Krishna B Singha</i>	
DOI: 10.5281/zenodo.19554371	
2. Rethinking Fertility Care: A Conceptual Framework for Machine Learning–Driven Assisted Reproductive Technology	8
<i>Latika & Prof. (Dr.) Renuka Arora</i>	
DOI: 10.5281/zenodo.19557146	
3. A Multi-Layered Cybersecurity Model for Preventing Online Scams	14
<i>Dr. Surabhi Shanker, Gaurav Sharma & Dhruv Aggarwal</i>	
DOI: 10.5281/zenodo.19557215	
4. Machine Learning and Deep Learning Approaches for Disease Prediction on Tabular Healthcare Data: A Trade-off Analysis	22
<i>Sweta, Dr. Shailesh D. Kamble & Dr. Guru Dutta Satyarthee</i>	
DOI: 10.5281/zenodo.19557259	
5. Social Engineering Attacks: Analysis & Prevention Techniques in Modern Systems	29
<i>Sushant Joshi & Dr. Sandeep Raj</i>	
DOI: 10.5281/zenodo.19557306	
6. Harnessing Artificial Intelligence for Cyber Resilience: Techniques, Trends, and Open Challenges	37
<i>Ankit Singhal</i>	
DOI: 10.5281/zenodo.19557348	
7. Lightweight Hyperparameter Optimisation CNN-Based Classification of Fake and Real War Images on Social Media	51
<i>Nidhi Mishra & Dr. Raj Kumar Sharma</i>	
DOI: 10.5281/zenodo.19557391	
8. A Review on Machine Learning and Deep Learning Algorithms used in Network Intrusion Detection	61
<i>Dr. Mala Kumari & Dr. Raj Kumar Garg</i>	
DOI: 10.5281/zenodo.19557430	
9. The Role of Technology in Enhancing Financial Inclusion in India	71
<i>Dr. Vinod Kumar & Dr. Arti Bajaj</i>	
DOI: 10.5281/zenodo.19557450	
10. Transforming Mental Healthcare with Artificial Intelligence and Machine Learning: A Next-Generation Systems Approach	80
<i>Prof. (Dr.) Priti Srivastava, Priyanka, Anupama Samantaray, Madhur Raj Verma & Anil Kumar Gupta</i>	
DOI: 10.5281/zenodo.19557604	

22. Rape Laws and Male Victimization: An Analysis of Legal Definitions, Enforcement, and Access to Justice	198
<i>Aditya Gurjar & Jyoti Verma</i> DOI: 10.5281/zenodo.19558010	
23. From Sacred Bond to Constitutional Battlefield: A Transformative Analysis of the Expanding Frontiers of Fundamental Rights Within Marriage in India	207
<i>Shivangi Gupta & Prof. (Dr). A.K. Keshot</i> DOI: 10.5281/zenodo.19562245	
24. Globalization and The Evolution Of Center-State Relations: Legal Perspectives on Cross- Border Trade and Data Flow	214
<i>Shraddha Singh</i> DOI: 10.5281/zenodo.19562287	
25. The Philosophy of Freedom in The Digital Age: How Technology Changes Our Understanding of Choice	221
<i>Rashima Sharma & Dr. Puneet Kapatia</i> DOI: 10.5281/zenodo.19562300	
26. Flexibility and Fairness in the Digital Economy: Navigating Labour Markets in the Age of Technological Transformation	231
<i>Dr. Sonika Ahlawat</i> DOI: 10.5281/zenodo.19562317	
27. Biometric Data and Privacy: Risks, Regulations, and Safeguards	239
<i>Garima Juneja & Kashish Gupta</i> DOI: 10.5281/zenodo.19562328	
28. Invisible Workers, Unprotected Rights: A Human Rights and Legal Analysis of the Gig Economy in India	248
<i>Jyoti Verma</i> DOI: 10.5281/zenodo.19562337	
29. The Right to be Forgotten in India: Constitutional Promise, Statutory Silence, and the Need for A Coherent Legal Framework	255
<i>Alpana Yadav & Sahil Raria</i> DOI: 10.5281/zenodo.19562348	
30. Aesthetics, Agency and Spatial Visibility: Articulating Solitary Female Representation in Indian Cinematic Music	263
<i>Pragya Thakur</i> DOI: 10.5281/zenodo.19562355	
31. Changing Perception of Journalism and Authenticity	268
<i>Devesh Pratap Singh & Dr. Arvind</i> DOI: 10.5281/zenodo.19562361	

42. Digital Transformation, FinTech Ecosystems and Systemic Risk: Balancing Innovation, Regulation and Human Freedom	366
<i>Ankit Kumar & Deepak Kumar</i> DOI: 10.5281/zenodo.19562525	
43. Responsible AI Adoption in Organizations: A Strategic Management Perspective	373
<i>Anudeep Dahiya & Yashbir Singh</i> DOI: 10.5281/zenodo.19562538	
44. Strategic Leadership in Implementing NEP 2020: An Empirical Analysis of in K-12 Segment Schools in North India	378
<i>Navinder Kaur Ruprai, Dr. Shikha Pathej, Prof. (Dr.) Rajni Saluja & Dr. Manpreet Kaur</i> DOI: 10.5281/zenodo.19562556	
45. Viksit Bharat 2047 and Net-Zero 2070: Structural Conflict or a New Development Paradigm?	384
<i>Dr. Shilpa Srivastava</i> DOI: 10.5281/zenodo.19562572	
46. In Pursuit of Digital Autonomy: A Comparative Analysis of India's and Japan's Digital Privacy Laws	392
<i>Jaishruti Choudhary</i> DOI: 10.5281/zenodo.19562592	
47. Digitalization As A Catalyst For E-Commerce Growth In India: A Conceptual Framework Perspective	400
<i>Dr. Nikita Anand & Saurabh Shubham Raz</i> DOI: 10.5281/zenodo.19562607	
48. Financial Distress and Its Impact on Mental Wellness: A Literature Review Paper	408
<i>Priyanka & Nidhi</i> DOI: 10.5281/zenodo.19562619	
49. Reimagining Work: Marketing the Impact of Remote Work on Inclusivity in the Post-Pandemic Era	417
<i>Punya Thakur & Pragya Thakur</i> DOI: 10.5281/zenodo.19562629	
50. AI-Enabled Digital Marketing for Tribal Entrepreneurship: Application of Structural Equation Modelling Method	426
<i>Saipriya Bhatia & Prof (Dr.) Broto Rauth Bhardwaj</i> DOI: 10.5281/zenodo.19562641	
51. Sectoral Differences in separate ESG Components: Insights from S&P 500 Companies	434
<i>Dr. Rashmi Goel & Sarita Yadav</i> DOI: 10.5281/zenodo.19562656	
52. A Study on Personal Financial Planning Using Excel	441
<i>Shreya Arora & Dr. Ritika Gupta</i> DOI: 10.5281/zenodo.19562668	

53. UPI Revolution and Financial Inclusion in India: A Conceptual Perspective	454
<i>Poonam Rani, Dr. Anjali Ahuja & Shivam</i> DOI: 10.5281/zenodo.19562675	
54. The Impact of AI-Generated Misleading Green Claims on Consumer Trust in Social Media Advertising	462
<i>Ustatpreet Kaur & Ritu Saini</i> DOI: 10.5281/zenodo.19562693	
55. Enhancing Cost-Volume-Profit (CVP) Analysis with Artificial Intelligence in Management Accounting	476
<i>Natasha Attri & Anuj Nanda</i> DOI: 10.5281/zenodo.19562716	
56. Prioritization of Gamification Features in Enhancing Users' Engagements in Fintech Apps: A Fuzzy AHP Approach	482
<i>Nikita Kataria, Saloni Verma & Dr. Meenakshi Gujral</i> DOI: 10.5281/zenodo.19562743	
57. The Structural and Operational Impact of GST on India's MSME Sector: A Multidimensional Research Synthesis	496
<i>Ravi</i> DOI: 10.5281/zenodo.19562753	
58. UPI Adoption and Changing Spending Behaviour among Millennials in India	500
<i>Riya Juyal & Ritika Gupta</i> DOI: 10.5281/zenodo.19562765	
59. Developing a Multidimensional Framework of Financial Literacy and Financial Resilience in Emerging Economies	514
<i>Reena Yadav, Taruna Rana & Prof. (Dr.) Amarjeet Kaur</i> DOI: 10.5281/zenodo.19562777	
60. The Role of AI In Modern Management Practices	521
<i>Sahil Saifi & Yash Singhal</i> DOI: 10.5281/zenodo.19562783	
61. A Study on Saving And Investment Preference of Millennials in India	530
<i>Shruti Jha & Dr. Ritika Gupta</i> DOI: 10.5281/zenodo.19562793	
62. Digital Marketing's Role in Shaping Consumer Buying Decisions: A Review of Literature	546
<i>Dr. Shiv Kumar & Dr. Shikha Chauhan</i> DOI: 10.5281/zenodo.19562830	
63. Employee Retention: A Review of Various Strategies to Combat It	551
<i>Dr. Aparna Sharma, Dr. Amrita Singh & Dr. Ruchika Gupta</i> DOI: 10.5281/zenodo.19562835	

Biometric Data and Privacy: Risks, Regulations, and Safeguards

1. **Ms. Garima Juneja**
Assistant Professor
Gitarattan International
Business School

2. **Ms. Kashish Gupta**
Student
Gitarattan International
Business School

Abstract

Biometric technologies—including fingerprint scanning, facial recognition, iris detection, and voice authentication—have become integral to identity verification across sectors ranging from law enforcement to consumer electronics. While these systems offer enhanced security and convenience over traditional authentication methods, they introduce profound privacy risks stemming from the immutable nature of biometric identifiers. This paper examines the principal risks associated with biometric data collection and processing, surveys the evolving global regulatory landscape, and evaluates the legal and technical safeguards designed to protect individual rights. Through analysis of key legislation such as the European Union’s General Data Protection Regulation (GDPR), Illinois’s Biometric Information Privacy Act (BIPA), and India’s Aadhaar framework, alongside landmark judicial decisions, this study identifies persistent gaps in biometric governance and proposes recommendations for a more robust, rights-respecting regulatory framework.

Keywords

Biometric data, privacy, data protection, GDPR, BIPA, Aadhaar, facial recognition, algorithmic bias, consent, surveillance

1. Introduction

The global biometrics technology market reached an estimated \$42 billion in 2023 and is projected to expand to \$267 billion

by 2033, reflecting the rapid adoption of biometric systems across public and private sectors. This growth is driven by the inherent advantages biometrics offer over traditional authentication mechanisms: unlike passwords, PINs, or physical tokens, biometric identifiers are tied to an individual’s unique physiological or behavioral characteristics, making them difficult to replicate, share, or forget.

However, these same properties give rise to significant privacy concerns. Biometric data is fundamentally different from other forms of personal information because it cannot be changed if compromised. A stolen password can be reset; a compromised fingerprint or facial template cannot. This permanence elevates the stakes of data breaches and misuse, creating what regulators and scholars increasingly recognize as a category of “sensitive personal data” requiring heightened protection.

The proliferation of biometric technologies has outpaced the development of comprehensive legal frameworks in most jurisdictions. While some regions have enacted targeted legislation, others rely on general data protection principles that may inadequately address biometric-specific risks. This paper investigates these risks, examines regulatory responses across major jurisdictions, and assesses the effectiveness of current safeguards in balancing technological innovation with fundamental privacy rights.

Digital Transformation, FinTech Ecosystems and Systemic Risk: Balancing Innovation, Regulation and Human Freedom

1. **Ankit Kumar**
Assistant Professor,
Trinity Institute of
Professional Studies

2. **Deepak Kumar**
Assistant Professor,
Gitarattan International
Business School

Abstract

The rapid expansion of financial technologies (FinTech) has fundamentally transformed global financial systems by enhancing efficiency, accessibility, and innovation. However, this transformation has simultaneously introduced systemic risks, regulatory complexities, and ethical concerns related to data privacy and human autonomy. This paper critically examines FinTech ecosystems, financial innovation, and systemic risk through an interdisciplinary lens. It argues that while FinTech contributes to economic growth and financial inclusion, it also amplifies vulnerabilities within interconnected financial networks. The study emphasizes the importance of adaptive governance, ethical frameworks, and global cooperation to ensure sustainable financial ecosystems (Arner et al., 2016; OECD, 2021; World Economic Forum, 2023).

Keywords

FinTech, Systemic Risk, Financial Innovation, Digital Economy, Governance, Risk Management

I. Introduction

The evolution of financial technologies represents a paradigm shift in global economic systems.

Traditional banking structures are increasingly being replaced or complemented by digital platforms that

offer faster, cheaper, and more accessible financial services.

Artificial intelligence, blockchain, cloud computing, and big data analytics are at the forefront of this transformation (Schwab, 2016; Castells, 2010).

These technologies have enabled the emergence of decentralized finance, peer-to-peer lending, and digital payment ecosystems that operate beyond conventional regulatory frameworks.

However, this rapid transformation also introduces systemic vulnerabilities due to increased interconnectivity and dependence on digital infrastructures (BIS, 2021; FSB, 2022).

The evolution of financial technologies represents a paradigm shift in global economic systems.

Traditional banking structures are increasingly being replaced or complemented by digital platforms that offer faster, cheaper, and more accessible financial services.

Artificial intelligence, blockchain, cloud computing, and big data analytics are at the forefront of this transformation (Schwab, 2016; Castells, 2010).

These technologies have enabled the emergence of decentralized finance, peer-to-peer lending, and digital payment ecosystems that operate beyond conventional regulatory frameworks.

Enhancing Cost-Volume-Profit (CVP) Analysis with Artificial Intelligence in Management Accounting

1. **Ms. Natasha Attri**
Assistant professor
TIPS Dwarka

2. **Mr. Anuj Nanda**
Assistant Professor
Gitarattan International
Business School

Abstract

Traditional CVP analysis—the method businesses use to find their break-even point and plan for profit—is struggling to keep up with today’s fast-paced economy. Because it relies on manual work and old data, it is often too slow and fails to account for the complex, “non-linear” ways that costs actually behave in the real world.

This research looks at how AI-powered systems are solving these issues. By using Machine Learning and predictive tools, these systems can process live data and run instant “what-if” scenarios. This shifts the role of the accountant from someone who just records the past to a strategic advisor who helps predict the future.

However, making this change is not easy. High startup costs, the need for high-quality data, and a lack of technical skills among staff remain major hurdles. We also need more research on how to make these tools affordable for small businesses and how humans and AI can best work together as a team. In the end, AI is not replacing human judgment; it is giving managers the real-time insights they need to make smarter, more agile decisions.

I. Introduction

Cost-Volume-Profit (CVP) analysis is a key technique used in management accounting which helps managers to understand how costs, sales volume, and profits are interrelated and influence each other. It is

widely used to determine the break-even point, which indicates the level of sales at which a business earns zero profit and zero loss. Beyond this, CVP analysis supports important managerial decisions such as price determination, cost control, and profit planning.

However, Traditional way of doing this is starting to feel outdated in today’s fast-moving world., Because these older methods rely on **historical data and manual**, they are often too slow and can lead to mistakes. In reality, costs and market demands don’t always follow simple, straight lines, and traditional models often fail to capture these complex, “non-linear” changes.

This is where **AI-powered Decision Support Systems (DSS)** are making a huge difference. By using advanced tools like **Machine Learning and predictive analytics**, these systems can examine through massive amount of data in real-time to find hidden patterns that humans might miss., This makes CVP analysis much more **dynamic and accurate**, moving it away from being just a record of the past.

The biggest advantage is that managers can now run instant “**what-if**” scenarios to see how different choices—like changing a price or facing a sudden cost spike—will affect their bottom line immediately., Essentially, AI is transforming the role of the accountant from a record-keeper into a **strategic advisor** who helps the business stay agile and profitable in an uncertain market.

Legal Responses to Climate Crimes

REFORMING
CRIMINAL LAW TO
SAVE THE
ENVIRONMENT



Editor
Prithwish Ganguli

JP

Legal Responses to Climate Crimes: Reforming Criminal Law to Save the Environment

Editor: Prithwish Ganguli

Copyright © 2026 Author

Date of publication: 30.04.2026

Publisher:

Jayasree Publications

EE 73 Salt Lake Kolkata 700 091

Email: jayasreepublication@gmail.com

Academic Support by: Updated Law Society

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means- electronic, mechanical, photocopying, recording, or otherwise- without the prior written permission of the publisher. The copyright in this work is vested exclusively in the publisher. Any unauthorized use, distribution, or reproduction of this material is strictly prohibited and may invite legal action.

ISBN: 978-81-997132-2-2

MRP: 1500/-

Judicial Trends And International Making Authorities In Preserving Environment

Author: Dr. Parul Sharma¹

Abstract

Securing Environment is a legal and international instruments provide a foundation for coordinated action. They set standards, facilitate cooperation, and offer mechanisms for enforcement. As the world suffering enhancing biodiversity loss, the synergy between legal frameworks and international cooperation remains pivotal in preserving the Earth resources for future generations. The perception of the judiciary and international decision-making authorities play complementary roles in preserving biodiversity. While national courts enforce environmental laws and protect local ecosystems, international organizations provide a global framework for cooperation, and facilitate the exchange of resources to address biodiversity conservation on a broader scale. Biodiversity which refers to the total amount and variety of life on this planet is facing unprecedented threats due to human actions such as habitat destruction, overexploitation, Pollution. In order to meet these challenges and save the planet's rich diversity of life, national and international agreements has been identified as a key strategy.

"Billions of dollars have been spent on the exploration of the moon. We know far more about the moon than we know about the biodiversity degradation. The moon will be there for longer than these natural environment and perhaps longer than the human race. In the environment, are found most complex interacting system on earth, systems which might even hold the key to our survival and about which we know practically nothing"

Keywords

Environment, Biodiversity, Climate, Conservation, Judiciary, International treaties

International Strategies and National Legal Instrument



giBS

Gitarattan International Business School

◆ Estd. 2004 ◆ Grade 'A' Accredited by NAAC ◆ Affiliated with GGSIPU



CONSTITUTIONALISM IN INDIAN TRADITION

[Vedas to Samvidhan]



Foreword by
Anirudh Jidal
Vice Chairman,
Gitarattan International Business School, New Delhi

Editors
Prof. M. Afzal Wani
Dr. Neelam Seam
Dr. Seema Modi

Published by
Shri Anirudh Jindal
Gitarattan International Business School

Title of the Book: Constitutionalism in Indian Tradition: Vedas to Samvidhan

First Published: April 2026

ISBN: 978-81-987731-8-0

Price: Rs 1299/-

Published by Shri Anirudh Jindal
Gitarattan International Business School
PSP2A & 2B Complex-II
Madhuban Chowk, Rohini
Delhi-110085

Edited Book of the proceedings Constitutionalism in Indian Tradition: From Vedas to Samvidhan.

All rights reserved. No part of the publication can be reproduced in any form or any means, electronic and mechanical, including photocopying, recording or any other information storage or retrieval system without prior permission in writing from the copyrights holder

No responsibility for loss caused to any individual or organisation acting on or refraining for actions as a result of the material in the publication can be accepted by Gitarattan International Business School or the author editor.

The publisher believes that the contents of this book do not violate existing copyright/intellectual property rights of others in any manner whatsoever. However, in case of any source has not been duly attributed or acknowledged then the publisher may be notified in writing for necessary action

Art work developed by Gitarattan International Business School, PSP2A & 2B Complex-II, Madhuban Chowk, Rohini, Delhi-110

CONTENT

S.No	Chapters	Page No
1.	Introduction Prof. M. Afzal Wani	01
2.	The Constituent Assembly and the Making of the Modern Indian Constitution (1946-1950) Dr. Ravinder Kumar	08
3.	Kautilya's Arthashastra and Its Legal and Administrative Relevance in the Contemporary Era Dr. Parikshet Sirohi	16
4.	Indigenous Governance Models and Their Relevance to Modern Constitutional Thought: A Pre-Vedic Analysis Dr. Neelam Seam	29
5.	Reinforcing the Normative Supremacy of Constitutional Morality in Fostering Transformative Constitutionalism Dr. Manpreet Kaur	47
6.	Rajya, Danda & Danda: Reimagining Governance from Arthashastra in the AI Era Prachi Sharma, Saloni Nijjarre	54
7.	Governance before the constitution: Proto-constitutional structures in the Indus Valley Civilization Sanskriti Rajput, Isha Shakya, Muskan Grover	64
8.	Civilizational Continuity and Constitutional Evolution in India: From Vedic Traditions to Post-Constitutional Developments (1950–Present)" Shruti Mallick, Dr. Sonia Rajoria	78
9.	Moral Foundations of Constitutionalism: Exploring Pre-Vedic Normative Traditions in Modern Indian Constitutional Thought Swechha Sharma, Prof. (Dr.) Kalpana Devi	84
10.	Law, Authority and Social Order: Pre-Vedic India vs. Ancient Egyptian Civilization Muskan Grover	92
11.	Judicial Administration in the Mauryan and Gupta Periods: An Analytical Study Dr. Seema Modi	101
12.	Dharma, Narrative, and Constitutionalism: Early Foundations from the Vedic to the Epic Age in Kanthapura Dr. Shreya Bhardwaj	110

13.	From Rajdharma in the Mahabharata to Modern Corporate Governance: Ethical Leadership and Governance Principles for Contemporary Organizations Dr. Manisha V. Nain, Dr. Kanchan Kumari	118
14.	Concept of Dharma as Supreme Law Dr. Nidhi Sharma	126
15.	Fundamental Rights & Duties in Ancient Indian Jurisprudence Palak Anand	130
16.	Dharma and Governance: The Religious Foundations of Political Culture in Ancient India Dr. Parul Sharma	141
17.	Rajdharma and Constitutional Morality: Continuity and Transformation in Indian Governance Ethics Prapti, Kanika Chauhan	152
18.	Threads of Dharma in the Fabric of the Indian Constitution: A Critical Study of Indigenous Constitutionalism Dr. Mansi Singh, Urmil	158
19.	From Dharma to Democracy: Evolution of India's Civilization Identity Dr. Manju Pathania Biswas	162
20.	Sovereignty and Sanction: Law, Administration, and Diplomacy in the Classical Indian Polity Dr. Manjula Raghav	168
21.	Ethical Leadership in the Bhagavad Gita and Modern Organizational Behavior: A Contemporary Perspective Since 2000 Dr. Manisha V. Nain	176
22.	Indian Knowledge Systems and Constitutional Ethos in Medieval India: Plural Legal Traditions, Governance, and Welfare <i>Ramandeep Kaur</i>	189
23.	Dharma as a cultural Identity: Beyond legal Codes Dr.S. Kannan	196
24.	Concept of Constitutionalism Garima Chaudhary	207
25.	R̥ta(ऋत), Dharma, and the Republic: The Vedic and Upanishadic Roots of Indian Constitutional Thought Shivang Sharma, Atif Hussain	216
26.	The Dialectic between Constitutional Morality and Dharma: A Study of Judicial Interpretation in Modern India Triveni Hazra	223

27.	Morality to Law: Rethinking Dharma under Article 21 <i>Md.Shamim Hussain, Shivani Sharma</i>	231
28.	Constitutional Evolution in India: An Analysis of Charter Acts and Regulatory Acts <i>Tripti Yadav</i>	242
29.	Constitutional Morality and Dharma <i>Jyoti Saxena, Prof. (Dr.) Pallavi Gupta</i>	248
30.	Evolution of Individual Autonomy Privacy in Indian Constitutionalism <i>Prasanna.S, Dhanya. K</i>	258
31.	Dispute Resolution in Ancient India and its Comparative Analysis with Modern ADR Mechanisms <i>Muskan Chadha, Yash Sethia</i>	270
32.	Echoes of Vedas, Voice of Constitution Women's Evolving Status in India from sacred texts to constitutional mandates <i>Sneha, Vedika</i>	286

Chapter-1

INTRODUCTION

Prof. M. Afzal Wani*

Constitutionalism is a universal value, having existed throughout human history occupying sensitive human minds with no limit in time and space. Authoritarianism has been equally a ubiquitous monster. The history of constitutional governance has long been recounted through predominantly non-Indian narratives, tracing the evolution of liberty, constitutionalism, and the rule of law through formative developments such as the Magna Carta (1215), the English Bill of Rights (1689), and the democratic American and French revolutions of eighteenth-century. While these milestones have given undoubtedly a modern shape to constitutional thought, they are not the exhaustion of the global history of constitutional ideas. Such a narrative often overlooks the rich and enduring traditions of governance, public ethics, social accountability, and normative order that emerged in other civilizations, particularly in the Indian subcontinent.

India possesses one of the world's oldest and most continuous traditions of organized social and political thought. Long before the emergence of the modern nation-state, Indian civilization developed sophisticated conceptions of law, authority, justice, rights, duties, and collective governance. These ideas were expressed through diverse institutions and intellectual traditions that sought to harmonize individual conduct, social welfare, and political authority within a framework of ethical restraint and public responsibility. The constitutional imagination of India, therefore, cannot be understood solely through the prism of colonial constitutional developments or the framing of the Constitution in the twentieth century; it must also be situated within the broader continuum of India's civilizational experience.

The volume, titled as the *Constitutionalism in Indian Tradition: Vedas to Samvidhan* is a timely and important scholarly contribution to this expanding field of inquiry. Through twenty-seven rigorously researched chapters, the volume examines the historical, philosophical, and institutional foundations of constitutional thought in India, demonstrating that constitutionalism in the Indian context represents not merely a legal or political arrangement but a deeply rooted civilizational discourse. The work challenges reductive assumptions that modern constitutional values are exclusively Western imports and instead highlights the indigenous intellectual resources that have shaped India's constitutional evolution.

The volume traverses a broad historical landscape, beginning with pre-Vedic and Indus Valley antecedents of governance and extending through the Vedic, Epic, Mauryan, Gupta, medieval, colonial, and post-Constitutional periods. Several contributions explore the normative significance of *Rta* and *Dharma* as foundational principles regulating social order,

*. Former Member, Law Commission of India and Professor of Practice, Gitarattan International Business School, New Delhi.

Chapter-4

INDIGENOUS GOVERNANCE MODELS AND THEIR RELEVANCE TOMODERN CONSTITUTIONAL THOUGHT: A PRE-VEDIC ANALYSIS

Dr. Neelam Seam*

ABSTRACT

This paper undertakes a systematic assessment of indigenous governance models that predate the Vedic period in the Indian subcontinent, tracing their structural parallels and philosophical resonances within contemporary constitutional theory. Drawing upon archaeological evidence from Harappan and Indus Valley civilizations, ethnographic records, early Vedic and post-Vedic literary references to pre-existing governance traditions, and comparative political anthropology, this study argues that concepts primary to present constitutionalism such as participatory governance, rule-based collective decision-making, distributed sovereignty, and civic accountability — find strong past history in pre-Vedic indigenous political organization.

This paper will critically cross-examine the Eurocentric lineage of constitutional thought and proposes a decolonized framework that relocate South Asian indigenous governance as a primary, rather than secondary, source of democratic and constitutional ideation. Through analysis of sabha and Samities, the prototypical republic-like polities of the Rig-Vedic periphery, Harappan urban planning as political signifier, and tribal union, this paper contributes to an emerging study that recognizes the universality of constitutional instincts across diverse human civilizations.

Keywords: *Pre-Vedic Governance, Sabhas and Samitis, Tribal Constitutionalism, Participatory Democracy, Ganasanghas, Indigenous Political Thought, Comparative Constitutionalism. Indus Valley Polity*

INTRODUCTION

The history of constitutional government is typically narrated as a Western genealogy tracing its origins from Athenian democracy, Roman republicanism, Magna Carta, the English Bill of Rights, the American Declaration of Independence, and the French Revolution.¹ This narrative, while not without merit, suffers from a profound and consequential omission: it systematically excludes the sophisticated governance traditions that flourished in the Indian subcontinent millennia before Greek city-states articulated the notion of the polity.

The pre-Vedic period — broadly understood as the era preceding the composition of the Rig Veda (c. 1500–1200 BCE), encompassing the mature Indus Valley Civilization (c. 2600–1900 BCE) and possibly extending to even earlier Neolithic settlements — offers an underexplored laboratory for understanding indigenous constitutional thought. The Harappan cities of Mohenjo-daro and Harappa, with their remarkable standardization of weights,

*Associate Professor, Gitarattan International Business School

¹Rajeev Bhargava, *The Promise of India's Secular Democracy* (Oxford University Press, 2010).

Chapter-6

RAJYA, DATA & DANDA: REIMAGINING GOVERNANCE FROM ARTHASHASTRA IN THE AI ERA

Prachi Sharma*

Saloni Nijarre**

ABSTRACT

With the advent of technology and the conjunction between A.I and governance there is a significant change in the policy responses and equitable distribution of resources targeting yogakshema (welfare). We identified key research agendas to synthesize the studies and find a) the concept of Arthashastra Constitutionalism as a normative and constitutional framework for AI governance b) to suggest a legal idea and developed model which can cater to technological needs minimizing risk associated for optimum welfare of citizens. The essential objective is to provide a clarity of how Chanakya's Arthashastra is relevant in artificial intelligence and use of tech services which can change the scenario of governance. With the help of secondary data sources such as Books, Journals and scholarly works, we have examined the relationship between the two Eras. The research involves discussion of the Constitutional and Ethical Problems in the AI Deployment, bridging the gap between Yogakshema - Collective Welfare and AI-Governance Application. This paper contributes to a clear and novel understanding of application of Arthashastra for current governance and welfare systems in India. It offers implication of a better model rejoining ethics and governance patterns.

Keywords: *Arthashastra, Artificial Intelligence, Ethics, Good Governance, Welfare*

INTRODUCTION

The relationship between statecraft, surveillance, and governance has undergone a dramatic transformation in the twenty-first century due to the rapid rise of Artificial Intelligence (AI), big data analytics, and algorithmic decision-making. Governments across the world are increasingly relying upon digital infrastructures to administer welfare, maintain law and order, regulate markets, and monitor citizens. In this context, ancient Indian political thought, particularly the principles embodied in the Arthashastra, acquires renewed significance. Authored by Kautilya, also known as Chanakya, the Arthashastra presents a comprehensive framework of governance rooted in state authority, intelligence gathering, economic regulation, diplomacy, and administrative efficiency. Although written in the Mauryan era, many of its principles resonate strongly with the contemporary governance model shaped by digital technologies and AI-driven administration (Shamasastri, 1915).

The phrase “Rajya, Data & Danda” symbolically captures the convergence of three central elements of governance in both ancient and modern contexts. “Rajya” refers to the state and its sovereign authority; “Data” signifies information, surveillance, and knowledge systems;

*Assistant Professor, Centre for legal studies, Gitarattan International Business School, Affiliated to Guru Gobind Singh Indraprastha University, Delhi, India

**Student, Gitarattan International Business School, Delhi

Chapter-7

GOVERNANCE BEFORE THE CONSTITUTION: PROTO-CONSTITUTIONAL STRUCTURES IN THE INDUS VALLEY CIVILIZATION

Sanskriti Rajput*

Isha Shakya**

Muskan Grover***

ABSTRACT

The Indus Valley Civilization (c. 2600–1900 BCE) constitutes one of the most sophisticated urban cultures of the ancient world, encompassing the major cities of Harappa and Mohenjodaro across what is now Pakistan and northwestern India. While constitutional governance as a formal legal concept emerged millennia later, this paper argues that the administrative organization and civic planning of the Indus Valley Civilization demonstrate early forms of governance that bear striking resemblance to proto-constitutional structures. Drawing upon archaeological evidence — including standardized weights and measures, grid-pattern urban planning, advanced drainage and sanitation systems, administrative seals, large-scale public infrastructure, and remarkable civic uniformity across a vast geographic expanse — this paper contends that the Harappan civilization operated under sophisticated regulatory frameworks that evidence organized authority, rule-based social order, and institutional governance. A comparative analysis with Mesopotamian and ancient Egyptian civilizations further contextualizes these proto-constitutional elements. The paper concludes that recognizing the Indus Valley Civilization as an early exemplar of constitutional principles enriches our understanding of governance evolution and the deep historical roots of constitutionalism.

Keywords: *Indus Valley Civilization, Harappan, Proto-Constitutionalism, Governance, Administrative Authority, Urban Planning, Rule of Law, Ancient Civilizations*

INTRODUCTION

A. Constitutionalism: Concept and Historical Dimension

Constitutionalism, in its broadest jurisprudential sense, denotes a system of governance in which authority is exercised within defined limits, institutional structures operate according to established rules, and the exercise of power is regulated for the welfare of the governed. As C.H. McIlwain famously observed, constitutionalism is fundamentally about "the legal limitations on government" — the idea that power must be bounded, channeled, and organized through institutional mechanisms that serve public ends.¹

Modern constitutional theory — from Montesquieu's doctrine of separation of powers to Kelsen's hierarchical legal norms — presupposes that governance can be structured,

*BALLB student, Gitarattan International Business School, Delhi

**BBALLB, Maharaja Agrasen Institute of Management Studies, Delhi

***Assistant Professor, Gitarattan International Business School, Delhi

¹ C.H. McIlwain, *Constitutionalism Ancient and Modern* (Cornell University Press, Ithaca, NY, 1947).

Chapter-8

CIVILIZATIONAL CONTINUITY AND CONSTITUTIONAL EVOLUTION IN INDIA: FROM VEDIC TRADITIONS TO POST-CONSTITUTIONAL DEVELOPMENTS (1950–PRESENT)

Shruti Mallick*
Dr. Sonia Rajoria**

ABSTRACT

India's constitutional framework represents not merely a modern political charter but a civilizational continuation rooted in ancient normative traditions, ethical philosophies, and governance practices. The Indian Constitution reflects a synthesis of indigenous jurisprudential heritage and modern democratic ideals inherited through colonial encounters and global constitutional developments. From Vedic assemblies such as Sabha and Samiti to the Mauryan administrative system, the ethical governance principles of Dharma, and medieval pluralistic political traditions, Indian civilization evolved sophisticated institutional and normative frameworks that shaped the intellectual foundations of constitutionalism in modern India. After independence, the Constitution of 1950 translated these historical values into a democratic republican structure while accommodating diversity through federalism, secularism, social justice, and fundamental rights.

This paper examines the trajectory of India's constitutional evolution as a process of civilizational continuity rather than rupture. It analyzes how ancient philosophical ideals influenced modern constitutional principles and evaluates post-constitutional developments such as judicial activism, amendments, and evolving interpretations of rights and governance. The study argues that India's constitutional journey reflects a dynamic interaction between tradition and modernity, ensuring both stability and adaptability within a pluralistic democratic framework.

Keywords: *Civilizational continuity, Vedic traditions, constitutional evolution, democratic constitutionalism, judicial interpretation.*

INTRODUCTION

The Constitution of India is often described as a modern legal instrument shaped by global constitutional experiences such as the British parliamentary system, American federalism, and Irish directive principles. However, such descriptions only partially capture the deeper intellectual foundations of Indian constitutionalism. India's constitutional framework must also be understood within the broader context of its civilizational continuity, which extends from ancient philosophical traditions to contemporary democratic governance.¹

Indian civilization historically developed sophisticated political institutions rooted in ethical governance and social organization. Ancient texts such as the *Rig Veda* refer to deliberative

*Student of BA LLB 2B, Gitarattan International Business School

** Assistant Professor of Sociology, Center for Legal Studies, Gitarattan International Business School affiliated under GGSIPU, New Delhi

¹Granville Austin, *The Indian Constitution: Cornerstone of a Nation*, Oxford University Press, 1966.

Chapter-10

LAW, AUTHORITY, AND SOCIAL ORDER: PRE-VEDIC INDIA VS. ANCIENT EGYPTIAN CIVILIZATION

Muskan Grover*

ABSTRACT

This paper undertakes a comparative study of law, authority, and social order in two of humanity's earliest and most sophisticated civilizations—Pre-Vedic India (roughly 3300–1500 BCE, encompassing the Indus Valley Civilization) and Ancient Egypt (circa 3100–332 BCE). By examining the structures through which each society organized political power, administered justice, managed economic distribution, and legitimized authority, this study reveals both striking convergences and profound divergences in how early human communities answered the fundamental question of how to live together. While Egyptian civilization is characterized by a highly centralized theocratic monarchy in which the pharaoh served as divine intermediary and supreme lawgiver, the Indus Valley Civilization presents a more enigmatic model—one marked by apparent urban egalitarianism, decentralized governance, and sophisticated civic planning without a visible warrior or priestly ruling class. Drawing upon archaeological evidence, art-historical analysis, and comparative sociology, this paper argues that social order in both civilizations was deeply embedded in cosmological belief, ecological necessity, and material culture, yet the mechanisms of authority differed fundamentally in visibility, coercive capacity, and ideological structure. The comparison ultimately illuminates how law and authority are not universal constants but culturally contingent constructions shaped by geography, religion, and the particular challenges each civilization faced in sustaining complex social life.

Keywords: *Theocratic authority, Indus Valley Civilization, Ma'at, Social stratification, Comparative ancient law*

INTRODUCTION

There is something profoundly human about the need to establish order. Long before written legal codes formalized the relationship between rulers and the ruled, human communities developed intricate systems of authority, reciprocity, and normative expectation that regulated behavior, distributed resources, and resolved disputes. Two of history's most remarkable expressions of this universal impulse were the Indus Valley Civilization of Pre-Vedic India and the dynastic civilization of Ancient Egypt—both flourishing in river valleys, both achieving extraordinary urban complexity, and yet both manifesting strikingly different visions of what it meant to live under law and within a social order.

The comparison is not merely academic. Understanding how these civilizations constructed authority and legitimized social hierarchy offers insights into the diversity of human political imagination—a diversity that modern legal philosophy, often fixated on Greco-Roman and

*Assistant Professor, Centre for Legal Studies, Gitarattan International Business School, Delhi

Chapter-11

JUDICIAL ADMINISTRATION IN THE MAURYAN AND GUPTA PERIODS: AN ANALYTICAL STUDY

Dr. Seema Modi*

ABSTRACT

This paper conducts the analysis of the judicial administrative systems operational during two of ancient India's most significant imperial periods: the Mauryan Empire and the Gupta Empire. Utilizing primary sources such as Kautilya's Arthashastra, Megasthenes' Indica, epigraphic records, and Gupta-era legal digests, this study examines the structural organization, procedural norms, and philosophical foundations that regulated the administration of justice in each era.

The Mauryan judicial system was based on a centralized autocratic system, and it had a strict hierarchy of courts, with the emperor at the top as the highest judicial authority. The Arthashastra shows a detailed system of Dharmasthiyas (civil courts) and Kantakasodhanas (criminal courts), as well as a complex network of royal inspectors and a set of rules for fines and corporal punishment. The Mauryan view of justice was that it could not be separated from running the government and controlling the empire.

The Gupta period saw a clear shift toward a legal culture that was less centralized and more nuanced in terms of jurisprudence. The rise of professional legal scholars, the expanding power of guild tribunals (Shreni), and the greater organization of Dharmashastra texts all point to a system where customary law, religious rules, and royal orders all worked together in layers. Local governments took on more responsibility for making decisions, which was part of a larger trend toward decentralization in government.

The paper posits that the Mauryan model emphasized state authority and deterrence, whereas the Gupta model embodied a pluralistic legal consciousness grounded in Dharma, communal engagement, and textual jurisprudence. These two systems are the building blocks of India's pre-medieval legal history. The results add to larger scholarly discussions about how the rule of law, judicial independence, and institutional governance changed over time in the ancient world.

Objectives

- To analyze the centralized judicial structures and Arthashastra-driven procedures of the Mauryan Empire.
- To examine the decentralized Dharmashastra-infused pluralism and Shreni autonomy in Gupta judicial administration.
- To compare the philosophical foundations of deterrence versus communal Dharma in both periods' Ancient Indian Law.
- To evaluate their contributions to judicial independence, rule of law, and pre-medieval institutional governance evolution.

*Assistant Professor, Centre for Legal Studies, Gitarattan International Business School, Delhi

Chapter-12

DHARMA, NARRATIVE, AND CONSTITUTIONALISM: EARLY FOUNDATIONS FROM THE VEDIC TO THE EPIC AGE IN KANTHAPURA

Dr. Shreya Bhardwaj*

ABSTRACT

*The foundations of constitutionalism in India are often associated with modern legal and political developments, yet their origins can be traced to the early textual and philosophical traditions of the Vedic and Epic ages. This paper explores how ancient Indian texts such as the Vedas, Upanishads, Ramayana, and Mahabharata articulate fundamental ideas of governance, justice, duty (dharma), and ethical responsibility, thereby laying the groundwork for a proto-constitutional framework. These texts, though not constitutions in the formal sense, establish normative principles that regulate power, emphasize accountability, and promote the welfare of society. The study adopts an interdisciplinary approach by bringing these early philosophical foundations into dialogue with Raja Rao's novel *Kanthapura* (1938). The novel, while situated in the colonial context, draws heavily on epic traditions and narrative forms rooted in the Indian past. It reflects how enduring ideas of moral duty, justice, and resistance to unjust authority continue to shape social and political consciousness. Through its integration of mythic structures and contemporary realities, *Kanthapura* demonstrates the continuity of ethical and constitutional values across time.*

By analyzing both ancient texts and modern literary expression, the paper highlights how the concept of dharma functions as a guiding principle akin to the rule of law, shaping notions of authority and justice. It further shows how literature serves as a medium for preserving, interpreting, and rearticulating constitutional ideals within changing historical contexts. This paper argues that constitutionalism in India is not merely a product of colonial influence but is deeply embedded in indigenous intellectual traditions that continue to inform contemporary legal and political thought.

Keywords: Constitutionalism, Dharma, Vedic Age, Epic Tradition, Kanthapura

INTRODUCTION

A constitutional government is one in which a governmental authority operates within moral and legal limitations as outlined in a constitution and the rule of law. Although constitutionalism is developed within the framework of social contract theories, democratic institutions, and the rule of law in Western political theory, it has developed differently in India. There was a distinct evolutionary path that led to constitutional consciousness in ancient Indian civilisation; it evolved through an ethical system called Dharma. Ancient Indian civilization developed an ethical framework to regulate the rulers of society and individuals based upon the laws of dharma, not through codified constitutional documents. Therefore, while western thought has largely focused on the moral foundation of government

*Assistant Professor, Centre for Legal Studies, Gitarattan International Business School, Delhi

Chapter-13

FROM RAJDHARMA IN THE MAHABHARATA TO MODERN CORPORATE GOVERNANCE: ETHICAL LEADERSHIP AND GOVERNANCE PRINCIPLES FOR CONTEMPORARY ORGANIZATIONS

Manisha V. Nain*

Dr. Kanchan Kumari**

ABSTRACT

Ancient Indian philosophical traditions provide rich insights into ethics, leadership, and governance that continue to hold relevance in contemporary organizational settings. One such concept is Rajdharma, described in the Mahabharata, especially in the Shanti Parva, which outlines the moral duties and responsibilities of a leader. It emphasizes principles such as justice, accountability, integrity, and commitment to societal welfare. These values closely align with the core ideas of modern corporate governance, which focus on transparency, ethical conduct, and protection of stakeholder interests.

This study explores the connection between Rajdharma and present-day governance frameworks using a conceptual and qualitative approach. It draws upon classical Indian texts along with contemporary academic literature on corporate governance and leadership. Through this comparative analysis, the study identifies common ethical themes, including fairness, responsibility, sustainability, and value-based decision-making. The findings suggest that Rajdharma offers a comprehensive ethical perspective that complements modern governance theories such as stakeholder orientation and ethical leadership.

Furthermore, the study highlights the importance of integrating traditional ethical wisdom with current management practices to build more effective and responsible governance systems. In a business environment increasingly affected by ethical concerns, governance failures, and stakeholder conflicts, reliance solely on formal regulations may be insufficient. Rajdharma provides a culturally rooted and morally grounded framework that can guide leaders in making balanced and responsible decisions.

Overall, the research demonstrates that ancient Indian philosophical concepts can meaningfully contribute to strengthening contemporary governance practices. By incorporating these values into organizational culture, businesses can enhance trust, improve accountability, and support long-term sustainable development.

Keywords: *Rajdharma, Mahabharata, Corporate Governance, Ethical Leadership, Business Ethics, Ancient Indian Management, Stakeholder Theory, Value-Based Leadership*

*Professor, Gitarattan International Business School, Affiliated to Guru Gobind Singh Indraprastha University, Delhi, India

**Assistant Professor, Gitarattan International Business School, Affiliated to Guru Gobind Singh Indraprastha University, Delhi, India

Chapter-14

CONCEPT OF DHARMA AS SUPREME LAW

Dr. Nidhi Sharma*

ABSTRACT

The concept of constitutionalism in India is not merely a modern legal development but a deeply rooted civilizational principle that traces its origins to ancient philosophical and ethical traditions. This study explores the evolution of constitutional thought in India from the Vedas to the contemporary framework embodied in the Constitution of India (Samvidhan). It argues that the foundations of constitutionalism—limited governance, rule of law, justice, and accountability—were embedded in early Indian texts and practices.

Ancient scriptures such as the Vedas and later texts like the Dharmashastras emphasized Dharma as a guiding principle for rulers, ensuring that power was exercised within moral and ethical constraints. The idea that the king was subject to law, rather than above it, reflects an early form of constitutional governance. Institutions like Sabha and Samiti in Vedic society also indicate participatory decision-making processes.

During the medieval and colonial periods, these indigenous concepts interacted with external legal systems, culminating in a hybrid constitutional framework. The Indian freedom movement further refined these ideas by integrating principles of justice, liberty, equality, and fraternity, influenced by both indigenous thought and global constitutional developments.

The adoption of the Constitution of India in 1950 marked the formal institutionalization of constitutionalism, transforming traditional ethical norms into enforceable legal principles. This study highlights the continuity between ancient Indian traditions and modern constitutional values, demonstrating that Indian constitutionalism is not an imported concept but a product of a long-standing indigenous intellectual legacy.

Thus, constitutionalism in India represents a dynamic synthesis of ancient wisdom and modern democratic ideals, reinforcing the enduring relevance of India's cultural and philosophical heritage in shaping its legal and political identity.

Keywords: *Constitution, Culture, Dharma, Heritage, Law*

The concept of *Dharma* occupies a foundational position in Indian legal and philosophical traditions, functioning historically as the supreme law governing not only legal relations but also moral, social, and cosmic order. Unlike modern legal systems that define law primarily as rules enacted and enforced by a sovereign authority, Dharma transcends codified statutes and integrates ethics, duties, and righteousness into a unified framework. Derived from the Sanskrit root “*Dhri*,”¹ meaning “to sustain” or “to uphold,” Dharma represents that principle which maintains harmony in the universe and human society. It encompasses a wide range of meanings, including duty, righteousness, justice, and moral law, and applies universally to

*Associate Professor, Centre for Legal Studies, Gitarattan International Business School, Delhi

¹ P.V. Kane, History of Dharmaśāstra, Volume 3

Chapter-16

DHARMA AND GOVERNANCE: THE RELIGIOUS FOUNDATIONS OF POLITICAL CULTURE IN ANCIENT INDIA

Dr. Parul Sharma*

ABSTRACT

According to U.N. Ghoshal, the Vedic Age represents a pivotal period in the development of India's ancient political institutions. During this era, significant transformations took place, marking the transition from tribal to territorial states. The Vedic Age saw the emergence of a political structure where kinship, previously the central element of governance, began to assume supreme executive, judicial, and military roles. This era was characterized by a distinct separation of spiritual and temporal powers, which laid the groundwork for a more structured state administration. Moreover, the Vedic Age established a social hierarchy supported by state authority, featuring Brahmins as the privileged class and Shudras as the oppressed. The political landscape of this period was further distinguished by the rise of two distinct forms of polity: monarchies and republics. Understanding the political culture of ancient India involves examining these early political institutions and their evolution. Tracing this development across millennia is complex, given the extensive historical changes that have occurred. The religious and social systems of the Vedic Age were deeply intertwined with the political structures, illustrating the integral role of religion in shaping the political culture of ancient India. The Vedic Age, often heralded as the dawn of the Hindu Era, marked a foundational period in the political and religious life of the Aryans. During this epoch, religion was not just a belief system but was deeply intertwined with national identity and governance. As Wheeler (1973) notes, "religion was their only nationality and zeal for religion their only conception of patriotism," underscoring the profound significance of religion in shaping the political landscape of the time

Keywords: *Vedic Age, Dharma, Political Culture, Rajdharma, Political Culture*

RELIGION AND POLITICAL CULTURE

In this context, the concept of Dharma emerged as a crucial element in the development of political culture. Dharma encompassed the moral and ethical duties and responsibilities that governed an individual's interactions within society, thus serving as the bedrock for political institutions and practices. The Vedic literature describes Dharma as encompassing customs, laws, and religious duties, reflecting its broad application beyond mere religious observance. It represented a holistic framework guiding all aspects of life, including governance. Political institutions of the Vedic Age were intrinsically linked to the concept of Dharma, evolving to uphold and enforce it. The early political thought and structures were designed to reflect and implement the principles of Dharma, integrating religious and legal norms into the fabric of governance. As such, politics and religion were not separate domains but were deeply interconnected, with Dharma providing the foundation for political culture and the institutions that emerged during this period. This integration of religion and politics laid the

*Assistant Professor, Centre for Legal Studies, Gitarattan International Business School, Delhi

Chapter-18

THREADS OF DHARMA IN THE FABRIC OF THE INDIAN CONSTITUTION: A CRITICAL STUDY OF INDIGENOUS CONSTITUTIONALISM

Dr. Mansi Singh*

Ms. Urmil**

ABSTRACT

This paper critically examines the relationship between the idea of dharma as developed in Indian intellectual traditions and the modern framework of constitutionalism reflected in the Constitution of India. While the Constitution is firmly grounded in secular and legal-rational principles, it nonetheless embodies ethical values such as justice, duty, welfare, restraint of power, and respect for diversity—values that resonate with the broader civilizational understanding of dharma. Using a doctrinal and analytical approach, the study engages with constitutional provisions, Constituent Assembly Debates, and key judicial decisions. It further analyses the idea of constitutional morality as a contemporary, non-sectarian transformation of dharma suited to a plural democratic society. The paper concludes that although dharma cannot be treated as a source of constitutional authority, it provides a valuable interpretive framework for understanding the ethical foundations of Indian constitutionalism.

Keywords: *Dharma, Indian Constitution, Constitutionalism, Secularism, Basic Structure Doctrine, Constitutional Morality*

INTRODUCTION

The Indian Constitution represents one of the most ambitious constitutional experiments in the modern world.¹ Enacted in 1950, it seeks to establish a sovereign, socialist, secular, and democratic republic committed to justice, liberty, equality, and fraternity.² While the Constitution is rooted in modern democratic ideals and influenced by global constitutional traditions, it is equally important to examine whether it reflects indigenous intellectual traditions.

One such tradition is the concept of *dharma*, which has historically played a central role in shaping Indian social, political, and moral thought.³ The idea of *dharma* encompasses duty, righteousness, justice, and the maintenance of social order. It governed not only individual conduct but also the responsibilities of rulers, often referred to as *rajadharma*.

This paper explores the extent to which *dharma* can be said to influence, or at least resonate with, constitutional values in India. It argues that although the Constitution does not derive its legitimacy from religious or scriptural sources, many of its ethical commitments parallel the philosophical dimensions traditionally associated with *dharma*. The relationship between the two, therefore, is interpretive rather than foundational.

* Author, Assistant Professor- GIBS, Rohini, Delhi.

** Co-author, student, GIBS, Rohini, Delhi.

¹ Granville Austin, *The Indian Constitution: Cornerstone of a Nation* (Oxford University Press, 15th imp., 2014) 1–5

² Upendra Baxi, 'The Indian Constitution: Explorations in the Making of a Nation' in Sujit Choudhry et al. (eds.), *The Oxford Handbook of the Indian Constitution* (OUP, 2016) 23–25.

³ Radhakrishnan, *Indian Philosophy*, Vol. I (2nd edn., George Allen & Unwin, 1951) 132–134.

Chaper-19

FROM DHARMA TO DEMOCRACY: EVOLUTION OF INDIA'S CIVILIZATION IDENTITY

Dr. Manju Pathania Biswas*

ABSTRACT

India's civilizational identity rests upon a remarkable historical continuity that merges ancient philosophical traditions and demands contemporary democratic governance. This paper explores how Indian civilizational identity has changed from its foundations in Dharma, as conceived across Vedic and post-Vedic thought into today's architecture of constitutional democracy. Central to this argument is the proposition that India's democratic character is not a residual legacy of colonialism but an expression of values long embedded within its civilizational heritage. These values are articulated through concepts such as 'Sarva Dharma Sambhava' (equal regard for all faiths), VasudhaivaKutumbakam (the world is one family), and the pursuit of collective welfare.

Methodologically, this paper use a conceptual and historical lens for drawing on classical textual sources, original philosophical traditions and the normative foundations of India's constitutional order to figure out how governance, ethics, and social life have evolved while preserving inner continuity. Consideration is given to how ancient ideals of duty, justice, and moral order have found renewed expression in modern constitutional provisions, which include fundamental rights, the principle of secularism and mechanisms for participatory governance.

The paper also builds India's democratic identity within the inspirational framework of Viksit Bharat, underscoring how civilizational values continue to animate contemporary debates around ethical governance, unbiased development and India's emerging role as a global voice. This study bridges India's ancient roots with its modern identity, presenting India not just as a country, but as a civilization that has never stopped growing.

Keywords: *Dharma, Democracy, Civilizational Identity, Indian Knowledge Systems, Constitution, Governance, Viksit Bharat*

INTRODUCTION

India is often described not merely as a nation but as a civilizational entity with a continuous cultural and philosophical lineage spanning thousands of years. Unlike many modern nation-states whose identities are shaped by recent political developments, India's identity is deeply rooted in its ancient traditions, texts, philosophical systems, and cultural practices. This continuity is reflected in its ability to adapt, absorb, and transform while retaining its core values.

*Associate Professor, Center of Management Studies, Gitarattan International Business School, Rohini, New Delhi- 110085

Chapter-21

ETHICAL LEADERSHIP IN THE BHAGAVAD GITA AND MODERN ORGANIZATIONAL BEHAVIOR: A CONTEMPORARY PERSPECTIVE SINCE 2000

Manisha V. Nain*

ABSTRACT

Ethical leadership has gained increasing attention in contemporary organizations as they face challenges such as corporate misconduct, declining employee confidence, and the need for transparent governance. Modern management research emphasizes that leadership effectiveness is not only determined by performance outcomes but also by adherence to ethical values. In this context, ancient Indian texts like the Bhagavad Gita provide meaningful guidance on value-based leadership. The text highlights principles such as duty (Dharma), selfless action (Nishkama Karma), discipline, integrity, and responsible decision-making, which resonate strongly with current perspectives on ethical leadership and organizational behavior.

This study explores the relevance of leadership principles derived from the Bhagavad Gita in the context of modern organizational practices. It examines how these philosophical ideas align with contemporary research in leadership and organizational behavior since 2000. By integrating traditional insights with modern theoretical frameworks, the study seeks to understand the role of ethical leadership in shaping employee engagement, trust, and decision-making processes. A mixed-method approach is adopted, combining a systematic review of existing literature with empirical data collected through surveys conducted among managers and employees across different industries.

The results indicate a strong alignment between the ethical teachings of the Bhagavad Gita and modern leadership models. Concepts such as duty-driven leadership, selflessness, and moral accountability are found to positively influence employee motivation, trust, and workplace relationships. Furthermore, the integration of such value-based practices contributes to a more transparent and cohesive organizational culture.

Overall, the study demonstrates that ancient philosophical principles can provide valuable insights for addressing modern leadership challenges. It contributes to interdisciplinary research by linking traditional wisdom with contemporary management practices and offers practical guidance for organizations aiming to build ethical, sustainable, and value-oriented leadership systems.

Keywords: *Ethical Leadership, Bhagavad Gita, Organizational Behavior, Dharma, Nishkama Karma, Corporate Ethics*

INTRODUCTION

Ethical leadership has emerged as a central theme in contemporary management discourse, particularly in response to increasing instances of corporate misconduct, governance failures,

*Professor, Gitarattan International Business School, Affiliated to Guru Gobind Singh Indraprastha University, Delhi, India

Chapter-22

INDIAN KNOWLEDGE SYSTEMS AND CONSTITUTIONAL ETHOS IN MEDIEVAL INDIA: PLURAL LEGAL TRADITIONS, GOVERNANCE, AND WELFARE

Ramandeep Kaur*

ABSTRACT

The discourse on constitutional governance in India has largely been shaped by colonial and modern institutional frameworks, often neglecting the complex and plural legal traditions of the medieval period. This study re-examines the foundations of constitutional ethos in medieval India by situating governance practices of the Delhi Sultanate and the Mughal Empire within the broader framework of Indian Knowledge Systems (IKS). It explores how institutions such as the Diwan system, alongside the application of Shariat and Fiqh, contributed to structured governance while coexisting with indigenous customary laws.

The study argues that medieval India was characterized by legal pluralism, where multiple normative orders—state law, religious law, and local customs—operated simultaneously, creating a system of negotiated authority and decentralized governance. The role of community-based institutions and local self-governing bodies highlights the presence of functional checks on centralized power and a continued emphasis on welfare-oriented administration.

Further, the research examines the contributions of the Bhakti Movement and the Sufism, which articulated ideas of equality, dignity, and social justice, thereby shaping the moral and philosophical foundations of governance. These traditions challenged rigid hierarchies and promoted inclusive social ethics, reinforcing a normative culture aligned with constitutional values.

Adopting a doctrinal and interdisciplinary methodology, the study integrates legal analysis with historical and literary sources to bridge medieval governance practices with modern constitutional principles. It contributes to the decolonization of legal scholarship by foregrounding indigenous and syncretic traditions as significant precursors to contemporary constitutionalism. The paper concludes that medieval India's plural legal systems and ethical traditions embodied core elements of constitutional governance, including accountability, decentralization, and social justice.

Keywords: *Indian Knowledge Systems (IKS), Medieval India, Delhi Sultanate, Mughal Administration, Legal Pluralism, Shariat, Fiqh, Bhakti Movement, Sufism, Constitutional Governance, Indigenous Legal Traditions, Social Justice*

INTRODUCTION

The dominant discourse on constitutional governance in India has been overwhelmingly framed through the twin prisms of colonial administrative structures and post-independence constitutional developments. While such a framing acknowledges the transformative

* Assistant Professor of Law, Centre for Legal Studies, Gitarattan International Business School, Email-d.raman17@yahoo.com, 9588746549, PSP 2A & 2B Complex-II, Madhuban Chowk, Sector -14, Rohini Delhi - 110085

Chapter-24

CONCEPT OF CONSTITUTIONALISM

Garima Cahudhary*

ABSTRACT

This study examines the evolution of constitutionalism in the Indian tradition, from the Vedas to the modern era of Samvidhan. This includes exploring the philosophic/ethical base of governance as expressed in the Vedic texts in relation to some hymns and sutras; and illustrating how righteousness, justice, and rule of law - for example, via dharma mentioned in certain hymns like Rig Veda X.191 – are endorsed by this ancient tradition. By conducting a comparative assessment of several ancient legal sources and main articles of the modern Constitution, the work shows that the principles discussed in ancient India, such as raja dharma, served as the basis for some of the values incorporated into the Indian Constitution (for example, fundamental duties and rule of law). Transformative episodes in the development of Indian political culture are taken into account, for example, the effect of colonialism on Indian governance structures, which stimulated Indians to create a new constitution, embodying their vision of democracy and social justice. Emphasis is placed on the fusion of Indian traditions with the contemporary legal system. This work claims that Indian constitutionalism is a synthesis of many ancient traditions, which should not be viewed as a Western import alone. In other words, through the examination of the Indian Constitution against its historical background and comparing it to its predecessors (mainly religious and philosophical texts), one could find out the degree to which indigenous values were incorporated in Indian constitutionalism. As such, the development of constitutionalism in the Indian tradition, beginning from ancient Vedic literature up to the modern constitution, can be seen both as continuity and innovation. Although the discussion in this study focuses mainly on analyzing the texts, it recognizes the difficulties involved in trying to apply ancient philosophical concepts to contemporary legal matters, as well as the subjectivity of this process.

Keywords: *Constitutionalism, colonial era, rule of law, democratic principles, justice*

INTRODUCTION

If you want to understand constitutionalism in India, people often use the expression “From Vedas to Samvidhan.” It sounds appealing, but the reality is more complex than that phrase suggests. Ancient Indian texts did not have a constitution in the modern sense, yet they engaged deeply with ideas like justice, duty, social order, and limits on absolute power. Fast forward to the present and the Constitution of India is a very different entity. It is a comprehensive legal document that establishes the structure of government, separates powers, protects individual rights, and ensures checks on state authority.

This is the real distinction—India’s constitutionalism blends traditional ideas with modern democratic principles. The journey of drafting the Constitution itself reflects this complexity.

*Assistant Professor, Gitarattan International Business School, Delhi

Chapter-28

CONSTITUTIONAL EVOLUTION IN INDIA: AN ANALYSIS OF CHARTER ACTS AND REGULATORY ACTS

Tripti Yadav*

ABSTRACT

It is an infamous fact that India had been a colony of the Great British Empire for approximately 200 years from 1757 A.D. to 1947 A.D. till her Independence on 15th August 1947. During this time span, the Indian Sub-continent underwent drastic change in many aspects, such as socially, educationally, religiously and most importantly politically and administratively. In the beginning, Britishers came to India as traders; later, they set up their factories in various strategic parts of India. After this, they went a step ahead by taking Zamindari rights of a few prosperous States of India, and finally transforming themselves from traders to administrators after the Great Revolt of 1857, when India became directly under the control of the British Crown. The paper starts with the introduction of the historical background of the British Empire in India, along with the discussion on the early administrative setup of the British East India Company. The paper will further discuss about the Charter Acts and Regulatory Acts brought up by the British under two heads: Company Rule (1773-1858) and Queen's Rule (1858- 1947). The paper examines how the Regulatory Acts and Charter Acts of the British Government shaped the edifices of the present Constitution of India. It further draws light on the fact that how British policies collectively made the comprehensive administrative system of present India. The paper will further examine the present provisions of the Constitution of India, whether they are taken from the then Charter Acts and Regulatory Acts of the British Crown. It uses a doctrinal legal research method, which involves primary research by collecting data through analysis of different aspects of Charter Acts and Regulation Acts, judicial interpretations on the impact of the British rule on the present Indian Administrative System and the Constitution of India, Constitutional interpretations and Constituent Assembly Debates. Indeed, the whole administrative and constitutional setup majorly reflects the systematic application of rules and regulations brought by the British Crown to rule colonial India, and more or less, the present polity highly reflects the image of British India, however, the existing administrative framework is an amalgamation of medieval and ancient governance structures, Smritis of early Indian intellectuals and policies brought up by British in then India.

Keywords: *Charter Act, Regulatory Act, British India, Company Rule, Queen Rule.*

INTRODUCTION

Historical Background of British Rule in India

The growth of European trade and the slow transforming business interests into political dominance are the historical foundations of British rule in India. Founded in 1600, the

*Assistant Professor, Gitarattan International Business School, Rohini, Delhi



giBS

Gitarattan International Business School

◆ Estd. 2004 ◆ Grade 'A' Accredited by NAAC ◆ Affiliated with GGSIPU

GITARATTAN INTERNATIONAL BUSINESS SCHOOL

- Approved by AICTE
- Affiliated to Guru Gobind Singh Indraprastha University, Delhi
- Accredited by NAAC with Grade 'A'

Address: PSP 2A & 2B Complex-II, Madhuban Chowk, Sector-14, Rohini, Delhi-110085

Contact: +91-11-27555607/08/09

Mobile: +91-882307575, +91-8595605385

Email: gibs@gitarattan.edu.in

Website: gitarattan.edu.in



Other Books by Juris Cognita International Publications



Capital Chess: Strategy, Risk and Power in Corporate, Commercial and Banking Laws in the Digital Era

CAPITAL CHESS

STRATEGY, RISK AND POWER
IN CORPORATE, COMMERCIAL AND
BANKING LAWS IN THE DIGITAL ERA



Editor-in-Chief
Dr. Jaspreet Kaur Majithia
Dr. Bibhu Dash

Senior Editors
Dr. Jai Shankar Ojha
Dr. Simranjeet Kaur
Colonel (Dr) Amitabh Hoskote
Dr. Karishma Agarwal

Junior Editors
Anwesh Panigrahi
Adarsh A S

Student Editors
Herambh Bhatia
Nidhi
Ruchita Joshi

**Capital Chess: Strategy, Risk and Power in Corporate, Commercial and Banking
Laws in the Digital Era**

First Impression: May 2026

© Juris Cognita International Publications

ISBN: 978-81-686583-0-1

Editor-in-Chief: Dr. Jaspreet Kaur Majithia, Dr. Bibhu Dash

Senior Editors: Dr. Jai Shankar Ojha, Dr. Simranjeet Kaur, Colonel (Dr) Amitabh Hoskote, Dr. Karishma Agarwal

Junior Editors: Anwesh Panigrahi, Adarsh A S

Student Editors: Herambh Bhatia, Nidhi, Ruchita Joshi

Published By: Juris Cognita International Publications



Registered Office: Juris Cognita International Publications, Suite No. 114, 3rd Floor, Karnani Estate, 209 AJC Bose Road, Kolkata-700017

Website: www.juriscognitapublications.com

Email: juriscognitapublications@gmail.com

Published in India

Maximum Retail Price: ₹ 1,400/-

All rights reserved. No part of this publication may be reproduced, stored in or introduced into a retrieval system or transmitted, in any form, or by any means (electrical, mechanical, photocopying, recording or otherwise) without the prior written permission of the publisher. Any person who does any unauthorized act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

Contents

<i>About the Book</i>	<i>i</i>
<i>About LawLearnizo</i>	<i>iii</i>
<i>About Juris Cognita International Publications</i>	<i>iv</i>
<i>About the International Journal of Legal Affairs and Exploration</i>	<i>vi</i>
<i>Message from the Founder</i>	<i>viii</i>
<i>Message from the Editors</i>	<i>x</i>
<i>About the Editors</i>	<i>xii</i>

Part I

CORPORATE POWER, GOVERNANCE AND REGULATORY ACCOUNTABILITY

- 1. Boardroom Silence and the Failure of Corporate Governance: Behavioural Lessons from Indian Corporate and Banking Crises** 2
Dr. Deepti Singla
- 2. Digital Transparency as a Pillar of Corporate Governance: A Legal Analysis of ESG Disclosure Obligations** 15
Dr. E. Ramya
- 3. Corporate Governance and Boardroom Control in India: Assessing Fiduciary Accountability, Director Liability, and Stakeholder-Oriented Reforms**..... 29
Khagesh Singh & Deepti Kumari
- 4. Regulatory Oversight of Related Party Transactions in Insurance Companies: A Comparative Analysis of IRDAI and SEBI Frameworks** 41
Dhanya K.S
- 5. Corporate Decision Making in the Age of Emerging Technologies: Legal Implications of AI, Blockchain and Digital Documentation** 54
Dibya Raulo & Payal Chakraborty

Part II
**DIGITAL ECONOMY, TECHNOLOGY AND COMMERCIAL
TRANSFORMATION**

6. **Digital Convergence and Corporate Consolidation: The Evolving Landscape of Merger Control in the Technology Sector** 70
Ms. Manvi Dutta
7. **Corporate and Commercial Law in the Digital Era** 84
Ritik Raj
8. **An Analysis of Indian Copyright Law Influencing Ownership of Memes and AI-generated Templates**..... 94
Nabihah Imran & Sheheen Marakkar
9. **Fintech and the Laws: Critically Analysing the Regulatory Gaps** 109
Damini M & Monisha M
10. **Regulating Buy Now, Pay Later (BNPL) in India: Bridging Consumer Protection Gaps under RBI's Digital Lending Framework** 121
Neha Raje
11. **Consumer Protection through Digital Refund and Return Mechanism** 128
Rethiga Ramesh

Part III
BANKING RISK, FINANCIAL STABILITY AND CORPORATE FINANCE

12. **SARFAESI to IBC: Navigating Inefficiencies in Debt Resolution Frameworks** 144
Priyanka
13. **Corporate Law & Banking Regulation** 155
G. Ashwin

14. Risk Management & Financial Stability: Capital Adequacy Standards and the BASEL Regulatory Framework.....	164
<i>Ruchi Malhotra & Herambh Bhatia</i>	
15. Strategic Risk and Corporate Power: A Critical Analysis of NPAs and Insolvency Resolution under the IBC, 2016.....	181
<i>Vineeta Singh</i>	
16. Leveraged Buyouts in India: Corporate Expansion, Banking Risk and the Regulatory Framework	190
<i>Ankit Kumar</i>	
17. Mergers and Acquisitions as Instruments of Power in Global Finance	204
<i>Neelima Sankar & Edwin Antony</i>	
18. Algorithmic Lending and Financial Discrimination: Reimagining Regulatory Accountability in Corporate Banking	212
<i>R Gayatri Narayanan</i>	

Part IV

FINANCIAL CRIMES, COMPLIANCE AND GLOBAL REGULATORY CHALLENGES

19. Corporate Data Privacy and Liability in Data Breaches: Comparative Perspectives on Regulatory Frameworks and Compliance.....	223
<i>Aditi Ajit Ankush & Jay Pradeep Gavade</i>	
20. A secondary analysis of financial crimes in modern India is presented in Unravelling the Web of Deceit	257
<i>Poonam Sonwani & Shivam Sonwani</i>	
21. Strategic Laundering: How Corporations Use Legal Structures to Mask Illicit Wealth	262
<i>Nidhi</i>	

22. Bridging Finance and Sustainability: The Legal Accountability of Issuers in the Green Bond Market	275
<i>Dhanya K. S.</i>	
23. Jurisdictional Challenges in Digital Dispute Resolution “The Crisis of Jurisdiction in Indian E-Commerce”	289
<i>Aayaaz Taufiq & Abinash Narzary</i>	

Risk Management & Financial Stability: Capital Adequacy Standards and the BASEL Regulatory Framework

Ruchi Malhotra¹ & Herambh Bhatia²

ABSTRACT

The global financial system relies on banks that can intermediate risks without themselves becoming a source of instability. Capital adequacy standards, articulated through successive Basel accords, are the core of this architecture. This paper examines how the Basel I, II, and III frameworks – and the ongoing “Basel III finalization” often labelled Basel IV – seek to align micro-level bank risk management with macro-level financial stability, with particular attention to corporate banking and the dynamics of distress, merger, and resolution. It traces the evolution from simple risk-weighted capital rules in Basel I, to the three-pillar approach and internal models of Basel II, and to the post-crisis emphasis on high-quality common equity, leverage and liquidity standards, and capital buffers in Basel III. The paper argues that while these standards have materially increased bank resilience and reduced the probability of disorderly failure, they have also introduced complexity, model-dependence, and uneven implementation that can themselves generate new channels of risk and regulatory arbitrage. Against the backdrop of growing systemic risks from climate change, cyber threats, and non-bank finance, the paper proposes a more integrated, macroprudential approach that combines robust but simple minimum requirements with forward-looking stress testing, credible resolution regimes, and proportional application to emerging-market and mid-sized banks. From a practical

¹ Assistant Professor, Gitarattan International Business School Affiliated with Guru Gobind Singh Indraprastha University.

² 2nd Year Law Student, Gitarattan International Business School Affiliated with Guru Gobind Singh Indraprastha University.

This book has a major focus on intelligent investment and modern finance, examines the transformative intersection of artificial intelligence, digital innovation, and human behaviour within global financial ecosystems.

This book is edited by Dr. Poonam Rani and Lt. (Dr.) Seema Shokeen, the text explores how FinTech platforms leverage digital nudges and gamification to shape consumer choices, while cautioning against risks like "gamblification". The book provides a multi-dimensional analysis of modern investment strategies, covering Alternative Investment Funds, Mutual Fund penetration, and AI-driven stock market prediction. It uniquely bridges biological and financial science through neurofinance, investigating the neurobiological constructs of trust in digital platforms. Furthermore, the collection addresses critical global imperatives such as Green FinTech, financial inclusion via digital banking, and the evolution of sovereign money through Central Bank Digital Currencies (CBDC). Ultimately, it serves as a guide for navigating the autonomous finance landscape where AI agents manage DeFi portfolios.

Dr. Poonam Rani is an accomplished academician, researcher, and finance professional with over 13 years of experience in teaching, research, and educational management, along with corporate exposure. She is currently serving as Associate Professor (Finance) at Gitarattan International Business School (GIBS), Delhi. She holds a FPM from the National Institute of Financial Management (NIFM) and a doctoral degree in Management from Punjab Technical University. Her research interests include Artificial Intelligence in Finance, FinTech, Behavioral Finance, Investment Management, Financial Analytics, and Corporate Finance. She has published more than 21 research papers in reputed journals indexed in Scopus, SCI, ABDC, UGC Care, EBSCO, and ProQuest. Dr. Rani has edited academic books and actively contributes to knowledge dissemination as a resource person in workshops and faculty development programmes. Her scholarly work focuses on understanding the transformative impact of AI, digital innovation, fintech, and behavioral dynamics on modern investment and financial decision-making.

Lt. Dr. Seema Shokeen is working as an Associate Professor and Associate NCC officer in Maharaja Surajmal Institute, Delhi and having more than 18 years of experience in teaching. She has been honored with the rank of Lieutenant in Army wing of NCC. She is M.Com, M.C.A from Maharishi Dayanand University and M.Phil from Madurai Kamaraj University. She is UGC-NET qualified. She is Ph.D in Commerce from M.J.P Rohilkhand University, Bareilly. Her research area is a wide domain including Finance, Accounting, Entrepreneurship and IT. She has published more than 50 research papers in reputed journals and International/National conferences. She has been honored with various awards from both Govt and Pvt. Agencies. She has been a keen researcher throughout the career which includes the authorship of many books. She is consistently involved in the social service and has taken up and successfully completed the various social service consultancy projects.

₹ 375/-

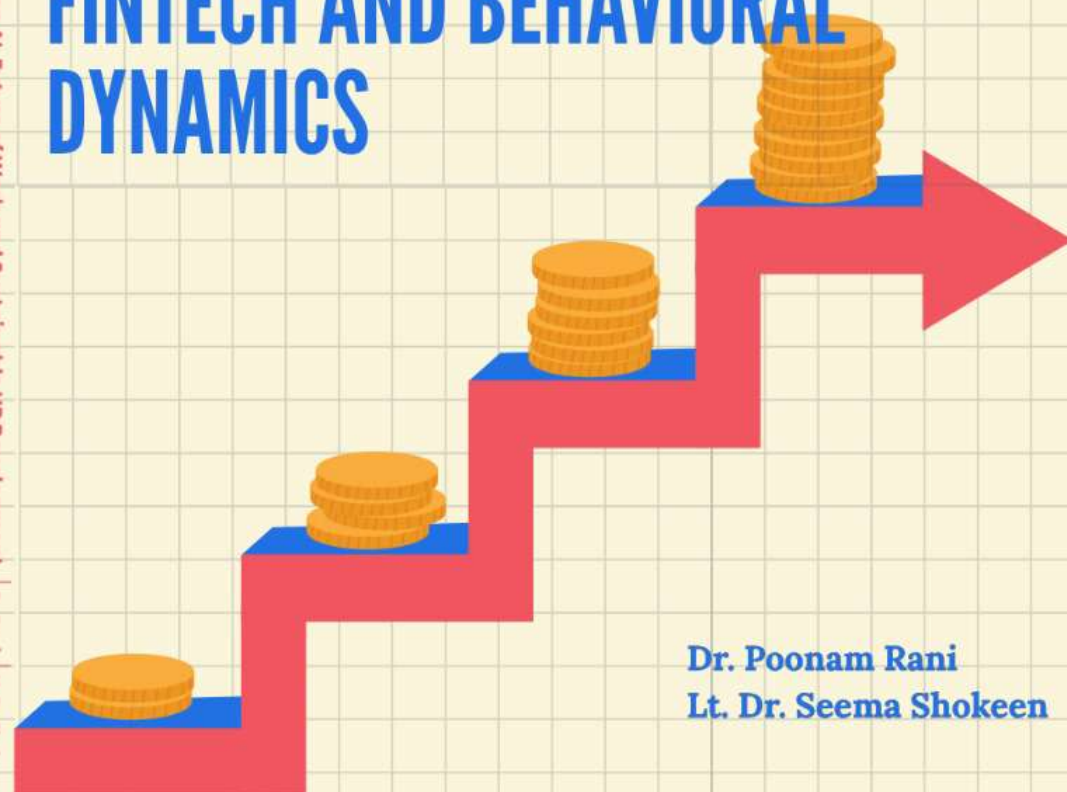


Galgotia Publishing Company
409, 4th Floor, Hari Sadan,
4637/20, Ansari Road, Daryaganj,
New Delhi - 110 002
Ph: 9899361537
E-mail: galgotiabooks@rediffmail.com
website: www.galgotiabooks.in



Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development | Dr. Rani | Lt. Dr. Shokeen

INTELLIGENT INVESTMENT AND MODERN FINANCE: AI, DIGITAL INNOVATION, FINTECH AND BEHAVIORAL DYNAMICS



Dr. Poonam Rani
Lt. Dr. Seema Shokeen

Galgotia Publishing Company

Intelligent Investment and Modern Finance: AI Digital Innovation, Fin-tech and Behavioural Dynamics

Dr. Poonam Rani

Associate Professor

Centre for Management Studies,
Gitarattan International Business School Rohini, Delhi- 110085

Lt. (Dr.) Seema Shokeen

Associate Professor

Maharaja Surajmal Institute, Janakpuri New Delhi



Galgotia Publishing Company

409, 4th Floor, Hari Sadan

4637/20, Ansari Road, Daryaganj, New Delhi 110002

Phone : 9899361537

Email : galgotiabooks@rediffmail.com

Website : www.galgotiabooks.in

Contents

Acknowledgement	v
CHAPTER 1: Digital Nudges and Gamification: Shaping Consumer Decisions in FinTech Ecosystems	1
<i>Dr. Yash Chauhan</i> <i>Dr. Shashank Sharma</i>	
CHAPTER 2 A Systematic Literature Review of Green FinTech Trends, Challenges, and Sustainable Finance Practices in India	19
<i>Dr. Vinki Rani</i>	
CHAPTER 3 Trust and Financial Decision-Making: A Neurofinance Perspective in Digital Platforms	33
<i>Dr. Poonam Rani</i> <i>Dr. Vijesh Chaudhary</i>	
CHAPTER 4 Alternative Investment Funds (AIF) in India- Insights from Literature	41
<i>Mr. Anuj Nanda</i>	
CHAPTER 5 Working Capital Management in Small Businesses: Challenges and Strategies	49
<i>Ms. Rishita Verma</i> <i>Dr. Mamta Rani</i>	
CHAPTER 6 Impact of AI on Financial Decision-Making Behaviour Among Millennials and Gen Z	59
<i>Dr. Ekta Aggarwal</i>	
CHAPTER 7 Cashless Economy: Taxation and the Digital Economy	71
<i>Dr. Neha Agarwal</i>	
CHAPTER 8 Mutual Fund Penetration in India: Trends, Challenges, and Growth Prospects	99
<i>Ms. Sonia Peter</i> <i>Dr. Chetna Mahaur</i>	

CHAPTER 9	Autonomous Finance: When AI Agents Manage DeFi Portfolios The Convergence of Decentralised Finance and Artificial Intelligence	105
	<i>Ms. Bhawna Gambhir</i>	
CHAPTER 10	AI in Stock Market Prediction and Portfolio Management	115
	<i>Dr. Ranjeet Ambast</i>	
CHAPTER 11	Financial Inclusion and Digital Banking in India	125
	<i>Mr. Deepak Kumar</i>	
CHAPTER 12	Central Bank Digital Currency: Transforming the Future of Money	133
	<i>Ms. Bhawan Thakur</i>	

CHAPTER 2

A Systematic Literature Review of Green FinTech Trends, Challenges, and Sustainable Finance Practices in India

Dr. Vinki Rani¹

Abstract

The rise of Green Fintech, which requires the fusion of fintech innovations with goals of environmental sustainability, marks a significant landmark in India's development journey. In this chapter, we conduct a systematic literature review (SLR) of 175 articles published in journals, policy papers, and recognized documents between 2010 and 2024, focusing on the connection between fintech innovation and sustainable finance in India. Grounded on the PRISMA protocol, the review delivers insights into key areas such as green digital payments, climate risks and ESG finance, sustainable lending, regulation, blockchain, climate insurance, and financial inclusion. The chapter accomplishes with a research agenda and actionable policy endorsements for India's transition toward a green digital financial ecosystem aligned with its Nationally Determined Contributions (NDCs) and Sustainable Development Goals (SDGs).

Keywords: *Green fintech, sustainable finance, ESG, India, digital payments, systematic literature review*

1. INTRODUCTION

The twenty-first century has witnessed two of the most transformative forces in global economics crash and combine: the digital revolution in financial services and the imperative of environmental sustainability. Nowhere is this convergence more consequential than in India, a nation of 1.4 billion people navigating rapid economic growth, deep-seated socio-economic inequalities, and escalating climate vulnerability simultaneously. India's fintech sector has grown-up at a compound annual growth rate (CAGR) exceeding 22% over the past decade, propelled by the Jan Dhan-Aadhaar-Mobile (JAM) Trinity, the Unified Payments Interface (UPI), and a vibrant startup ecosystem. Concurrently, the country faces urgent sustainability imperatives: its Nationally Determined Contributions (NDCs) under the Paris Agreement

¹ Assistant Professor, Center for Management Studies, Gitarattan International Business

CHAPTER 3

Trust and Financial Decision-Making: A Neurofinance Perspective in Digital Platforms

Dr. Poonam Rani¹

Dr. Vijesh Chaudhary²

Abstract

The study looks at trust, neuroscience, and digital financial decision-making. Digital finance alters how consumers behave. Therefore, it is vital to analyze the neurobiological constructs of trust to understand how the consumer makes financial decisions. This examines the impact of trust and its mechanisms on financial decisions through the scope of neurofinance literature. This will assist in understanding how trust affects financial decisions, choice of investments, and others. We analyze the role of certain neural structures, such as the amygdala, the prefrontal cortex, and various reward systems, in the interaction of financial risks and the formation of trust with various digital systems. This chapter also considers the impact of cognitive biases and emotional and situational factors on financial decision-making in various fintech systems. Finally, we present the implications of the neuro-design and consumer protection system on operators, regulators, and decision makers in the given field.

Keywords: *Neurofinance , Digital Platforms, Financial Decision-Making, Behavioral Economics, Consumer Neuroscience, Fintech*

1. INTRODUCTION

The multitudes of services offered through the digital revolution have completely reformed consumer banking and finance. Digital systems alone have facilitated transactional volumes in the trillions of dollars daily, from mobile finance to crypto. The evolution begs the question of how the consumer makes financial decisions in ever more complex systems. Trust is one of the most important building blocks of any financial transaction (Fukuyama, 1995; Putnam, 2000). In non-digital finance, trust is built by the interactions of the consumer and

1 Associate Professor, Centre for Management Studies , Gitarattan International Business School , Rohini Delhi

2 Assistant Professor, University School of Business, Chandigarh University, Gharuan, Punjab 140413

CHAPTER 4

Alternative Investment Funds (AIF) in India- Insights from Literature

Mr. Anuj Nanda¹

Abstract

The Indian financial market has undergone a significant transformation, leading to the rise of Alternative Investment Funds (AIFs) as sophisticated investors seek diversification and superior returns beyond traditional avenues like gold and bank deposits. This study provides a comprehensive exploratory analysis of the AIF landscape in India, which is regulated under the SEBI (Alternative Investment Funds) Regulations, 2012. Utilizing a qualitative research design and a systematic review of secondary data—including academic journals and SEBI reports—the research examines the growth, structure, and economic impact of AIFs. The paper details the three primary categories of AIFs: Category I, focusing on socially and economically desirable sectors like startups and infrastructure; Category II, involving private equity and real estate; and Category III, which employs complex trading strategies like hedge funds.

Findings suggest that while AIFs are becoming a critical component of wealth management for High Net Worth Individuals (HNIs) and institutional investors, they still face hurdles such as liquidity constraints, taxation complexity, and high entry barriers. Ultimately, the study concludes that AIFs play a pivotal role in capital formation and the development of India's startup ecosystem, with promising future growth prospects driven by continued regulatory support and financial innovation.

Key Words: *Alternative Investment Funds (AIF), SEBI Regulations, Portfolio Diversification, Venture Capital, Private Equity, Hedge Funds, High Net Worth Individuals (HNIs), Capital Formation, Startup Ecosystem, Economic Development*

1. INTRODUCTION

The Indian financial market has undergone significant transformation during the last decade due to globalization, technological advancement, regulatory reforms, and increasing investor awareness. Traditional investment avenues such as bank deposits, gold, insurance, and mutual funds are no longer sufficient to satisfy the growing demand of investors seeking diversification, superior returns, and innovative financial products. In this evolving investment environment, Alternative Investment Funds (AIFs) have emerged as one of the fastest-growing

1 Assistant Professor, Centre for Management Studies, Gitarattan International Business School Rohini

CHAPTER 5

Working Capital Management in Small Businesses: Challenges and Strategies

Ms. Rishita Verma¹

Dr. Mamta Rani²

Abstract

Working capital management (WCM) is a critical determinant of financial stability and operational continuity for small businesses, which often operate on narrow margins with limited access to external capital. This study employs a **mixed-methodology research design**, combining **quantitative financial analysis** (including Cash Conversion Cycle (CCC) metrics and Altman Z-score models) with **qualitative interpretive methods** to examine the challenges and strategies associated with managing short-term assets and liabilities. The research reveals a significant **negative relationship between CCC length and firm profitability (ROA)**, demonstrating that small businesses that optimize their receivables and inventory can substantially improve their financial performance. Findings indicate that many small firms face a **structural liquidity gap** due to extended credit terms for customers and shorter supplier payment terms, leading to a 61% probability of cash flow shortfalls for those with high Days Sales Outstanding (DSO). Furthermore, the study highlights that firms in the lowest WCM efficiency quintile face a **43% probability of financial distress**, compared to only 9% for efficient firms. The analysis also underscores the transformative role of **digital finance**, showing that adopters of cloud-based accounting and fintech tools achieve shorter CCCs and significantly lower distress probabilities. The chapter concludes with strategic recommendations for managers to enhance **real-time financial visibility** and for policymakers to support WCM capacity-building programs to reduce business failure rates.

Keywords: Working Capital Management (WCM), Small and Medium Enterprises (SMEs), Cash Conversion Cycle (CCC), Financial Performance (ROA), Liquidity Risk Fintech & Digital Tools, Inventory Optimization

¹ Research Scholar, Jindal Global Business School, O.P Jindal University

² Associate Professor, Centre for Management Studies, Gitarattan International Business School

CHAPTER 6

Impact of AI on Financial Decision-Making Behaviour Among Millennials and Gen Z

Dr. Ekta Aggarwal¹

Abstract

The proliferation of artificial intelligence (AI) within consumer finance has fundamentally altered how Millennials (born 1981–1996) and Generation Z (born 1997–2012) approach budgeting, investing, credit, and long-term wealth-building. As digital natives who have matured alongside smartphones, social media, and algorithmic recommendation engines, these two cohorts exhibit distinctly different—yet converging—patterns of financial behaviour when AI-powered tools are introduced into their decision-making environment. Drawing on data from industry surveys, peer-reviewed literature, and behavioural finance frameworks, this chapter examines the mechanisms through which AI shapes, augments, and in some cases distorts financial decision-making among younger generations. Key themes include the democratisation of financial advice through robo-advisors, the dual-edged role of social-media-driven fintech engagement, the persistence of behavioural biases in AI-mediated contexts, and the critical importance of foundational financial literacy as a moderating variable. The chapter concludes with a forward-looking framework for responsible AI integration in personal finance education.

Keywords: *Artificial intelligence, financial decision-making, Millennials, Generation Z, fintech, robo-advisors, financial literacy, behavioural bias, digital banking, app engagement*

■ 1. A GENERATION AT THE FINANCIAL FRONTIER

No previous generation has entered adulthood with as many AI-powered financial tools at their fingertips as Millennials and Generation Z. Where Baby Boomers and Generation X relied on human brokers, branch visits, and newspaper columns for financial guidance, today's young adults can receive a personalised budget analysis, an investment portfolio recommendation, or a mortgage scenario simulation within seconds — all mediated by machine learning algorithms running silently inside a smartphone app.

This shift is not merely technological. It is profoundly behavioural. The ease, immediacy,

¹ Assistant Professor, Centre for Management Studies, Gitarattan International Business School

CHAPTER 7

Cashless Economy: Taxation and the Digital Economy

Dr. Neha Agarwal¹

Abstract

The rapid proliferation of digital payment technologies, fintech platforms, and cashless transaction ecosystems is fundamentally transforming the architecture of fiscal governance worldwide. This chapter examines the multidimensional relationship between the cashless economy, taxation, and the broader digital economy, with a particular emphasis on how the transition away from cash-based transactions reshapes tax compliance behaviour, revenue administration, regulatory design, and fiscal policy. The chapter surveys the global regulatory landscape, including the OECD Base Erosion and Profit Shifting (BEPS) framework, Pillar One and Pillar Two solutions, the Crypto-Asset Reporting Framework (CARF), and the European Union's digital taxation directives, alongside a detailed examination of the Indian regulatory context, encompassing Goods and Services Tax (GST) e-invoicing, the Unified Payments Interface (UPI) ecosystem, Section 194N and 194O of the Income Tax Act, and Reserve Bank of India (RBI) digital payment regulations. The chapter further analyses the challenges of greenwashing in sustainability claims within digital finance, the tension between tax surveillance and data privacy, the risks of financial exclusion, and the structural limitations of developing-country tax administrations. Three comparative case studies—India, Sweden, and Kenya—illuminate the diversity of national approaches to fiscal digitalization. The chapter concludes with policy recommendations for tax authorities, policymakers, businesses, and international organisations, and identifies a rich agenda for future empirical research.

Keywords : *Cashless Economy, Digital Economy, Tax Compliance, Fiscal Digitalization, GST, BEPS, Digital Payments, Financial Inclusion, Crypto-Asset Reporting*

1. INTRODUCTION

The global economy is undergoing a profound structural transformation driven by the digitalization of commerce, finance, and public administration. The emergence of mobile payment platforms, digital wallets, contactless cards, real-time payment rails, buy-now-pay-later (BNPL) schemes, and nascent central bank digital currencies (CBDCs) is progressively

¹ Assistant Professor, Centre for Management Studies, Gitarattan International Business School

CHAPTER 8

Mutual Fund Penetration in India: Trends, Challenges, and Growth Prospects

Ms. Sonia Peter¹

Dr. Chetna Mahaur²

Abstract

The mutual fund industry in India has witnessed remarkable growth during the last decade. Rising income levels, digital technology, and increasing awareness about investment opportunities have encouraged more people to invest in mutual funds. Initiatives such as Systematic Investment Plans (SIPs), online investment platforms, and investor education campaigns have further supported the expansion of the industry. This study examines the current trends, major challenges, and future growth prospects of mutual fund penetration in India. The study is based on both primary and secondary data collected from investors, financial advisors, and industry reports. The findings reveal that financial literacy, trust in financial institutions, digital accessibility, and ease of investment significantly influence mutual fund adoption. The study also identifies challenges such as low awareness in rural areas, risk perception, and limited financial knowledge among investors. The results suggest that continuous investor education, technological innovation, and wider distribution networks can play a crucial role in increasing mutual fund participation. The study provides useful insights for policymakers, asset management companies, and financial institutions seeking to expand mutual fund penetration across India.

Keywords: *Penetration, Distributors, Underbanked, Financial Product*

1. INTRODUCTION

Mutual funds have become one of the most popular investment options for individuals seeking professional management of their savings. A mutual fund pools money from a large number of investors and invests it in various financial instruments such as stocks, bonds, and money market securities. This allows investors to benefit from diversification and professional expertise even with a small amount of investment.

In India, the mutual fund industry has grown significantly over the last few years. The increasing use of smart phones, internet banking, and digital payment systems has made

¹ Assistant Professor, Centre for Management Studies, Gitarattan International Business School

² Assistant Professor, Centre for management studies, Gitarattan International Business School

CHAPTER 9

Autonomous Finance: When AI Agents Manage DeFi Portfolios

The Convergence of Decentralised Finance and Artificial Intelligence

Ms. Bhawna Gambhir¹

Abstract

This chapter scrutinizes the dynamic nexus between Decentralised Finance (DeFi) and Artificial Intelligence (AI), investigating how latest AI platforms are transforming wealth management, liquidity, and risk analysis within open and accessible open blockchain networks. This chapter evaluates the varied components of DeFi protocols which made it distinguished for AI-driven automation, assess the prevalent risks of algorithmic autonomy in trustless environments, and evaluate the regulatory and ethical challenges. Drawing on recent empirical evidence from on-chain data and case studies of AI-integrated DeFi platforms, the chapter argues that while autonomous finance offers transformative efficiency gains, it also introduces novel systemic vulnerabilities that demand new governance frameworks.

Keywords: *Decentralised Finance, Artificial Intelligence, Autonomous Agents, Smart Contracts, Algorithmic Portfolio Management, DeFi Risk, AI Governance, On-chain Analytics*

■ 1. INTRODUCTION: THE CONVERGENCE OF TWO REVOLUTIONS

The last few years has witnessed two of the most disruptive technological forces in the history of finance : the growth of Decentralised Finance (DeFi), which is a financial system governed by code rather than institutions, and the emergence of Artificial Intelligence powerful enough to analyse, predict, and act upon complex financial data at speeds and the derived results which can't be matched by humans. DeFi, built on programmable blockchains such as Ethereum, Solana, and Avalanche, has replicated and expanded upon traditional financial services such as lending, borrowing, trading, insurance, and asset management — without involving banks, brokers, or clearinghouses. Instead smart contracts are launched : self-executing code that enforces agreements automatically and transparently. By mid-2024, the total value locked (TVL) across DeFi protocols exceeded \$100 billion, a figure that, despite

¹ Assistant Professor, CMS, Gitarattan International Business School, orchid id-0009-0004-8887-4809

CHAPTER 10

AI in Stock Market Prediction and Portfolio Management

Dr. Ranjeet Ambast¹

Abstract

The stock market is changing with the use of intelligence. This is a change from the way things were done before. Now people are using computers to help predict what will happen with stocks and to manage their investments. This paper looks at how artificial intelligence's used to predict stock prices and to make the best investment choices. It looks at what other people have found out about this and what is actually being done in the business world. We looked at a different ways that artificial intelligence can be used for this. These include using a lot of models together like Random Forest and XGBoost and using special kinds of neural networks like LSTM. We also looked at using graphs to model how different stocks are related to each other and using reinforcement learning to make the choices. What we found out is that artificial intelligence is really good at predicting stock prices. It is actually better than the ways of doing things. Neural networks are especially good at this.. When we use a lot of different models together it makes the predictions more stable. There are some things to think about when using artificial intelligence to predict stock prices. We have to make sure that we are not using the information and that we are taking into account the costs of buying and selling stocks. We also have to make sure that we are following all the rules.

Keywords: *Stock market prediction, portfolio management, AI machine learning, deep learning, model risk management*

■ 1. INTRODUCTION

The stock market is the most liquid place where people can buy and sell things with the US stock market alone being worth over \$50 trillion. For people who invest money like institutions, hedge funds and individual traders the main problem is still trying to figure out what will happen to stock prices and managing the risk of their stock portfolio. For a time people have used things like looking at the basics of a company looking at charts and using special math models to help them. But the stock market is getting more complicated there is a lot information available and these old models are not good enough. This is where intelligence and machine learning come in. Stock prices are what happens when a lot of people buy and

¹ Assistant Professor, CMS, Gitarattan International Business School

CHAPTER 11

Financial Inclusion and Digital Banking in India

Mr. Deepak Kumar¹

Abstract

Financial inclusion has emerged as a significant policy objective for developing economies, especially in India, where a substantial proportion of the population remained outside the formal banking system for decades. The rapid growth of digital banking—supported by government initiatives such as Jan Dhan Yojana, Unified Payments Interface (UPI), Aadhaar linkage, and mobile banking—has transformed the financial landscape. This Study examines the role of digital banking in promoting financial inclusion and sustainable economic development in India, exploring the relationship between digital financial services, accessibility, economic empowerment, and socio-economic growth. The study is based on secondary data collected from reports of the Reserve Bank of India (RBI), National Payments Corporation of India (NPCI), World Bank, and scholarly journals. Data analysis reveals that digital banking has significantly enhanced banking penetration, reduced transaction costs, improved transparency, and strengthened economic participation among marginalized groups. However, challenges such as digital illiteracy, cyber security threats, infrastructural gaps, and rural connectivity remain barriers to universal financial inclusion. The chapter concludes with policy recommendations for strengthening digital financial ecosystems and ensuring equitable financial access. The study has demonstrated that digital banking is a powerful enabler of financial inclusion in India, with UPI, PMJDY, and Aadhaar collectively transforming access to formal financial services. Evidence confirms positive impacts on economic growth, welfare efficiency, and gender equity. Five key challenges — digital illiteracy, cybersecurity risk, infrastructure gaps, language barriers, and limited financial awareness — require targeted policy responses to achieve universal inclusion.

Key Words: *Digital Banking, Economic Empowerment, Financial Inclusion*

1. INTRODUCTION

Finance is the backbone of economic development and social progress. An efficient financial system mobilizes savings, facilitates investments, promotes entrepreneurship, and

¹ Assistant Professor, CMS, Gitarattan International Business School

Interdisciplinary Research Perspectives on AI, Future of Work and Sustainable HR Development presents a multidisciplinary exploration of the changing world of work in the digital age. The book examines the impact of artificial intelligence on human resource management, employability, workforce transformation, leadership, and organizational development. It addresses critical themes including diversity and inclusion, workplace well-being, psychological safety, ethics, digital learning, and sustainable HR practices. The volume also explores climate responsibility, labour reforms, social security, communication skills, and emerging workforce expectations. By integrating theoretical insights with case studies and systematic reviews, the book offers practical and research-based perspectives for navigating future workplace challenges. An invaluable resource for academicians, researchers, students, HR professionals, policymakers, and industry leaders, it contributes to the discourse on building ethical, inclusive, and sustainable organizations in the era of AI.

Prof. (Dr.) Manisha V. Nain is a distinguished academician, researcher, and HR professional with over two decades of experience in teaching, research, training, and academic leadership. She has served at reputed institutions, including the University of Delhi, ICFAI, Era Business School, and a leading public university in the Middle East. A prolific scholar, she has authored over 32 research publications, presented 22+ papers at national and international conferences, and has four books to her credit. She is a Gold Medalist and two-time Silver Medalist of the prestigious Emerging HRD Thinker's Award conferred by ISTD, New Delhi. Recognized for her academic excellence, research contributions, and student-centric approach, she continues to advance interdisciplinary scholarship in HR, AI, and the future of work.

Dr. Laxmee Vachher is an accomplished academician, researcher, and education leader with over 21 years of experience in higher education, academic administration, industry, and international teaching. She serves as an Associate Professor of Management Studies and holds a Ph.D. in Management, with expertise in Human Resource Management and Behavioural Sciences. She has contributed extensively through research publications, book chapters, conference presentations, and academic peer-review activities. Her commitment to teaching excellence, research, and academic leadership continues to inspire innovation and lifelong learning.

Dr. Niteesh Kumar is an Assistant Professor at Chandigarh University, actively engaged in teaching, research, and academic mentoring. His academic interests focus on management education, innovation, and emerging technologies, with a commitment to fostering interdisciplinary learning.

Dr. Vijesh Chaudhary is an Assistant Professor at Chandigarh University. She contributes to curriculum development and scholarly research while fostering a learner-centric academic environment. Through her commitment to academic excellence, she continues to support student success and research-driven learning.

₹ 375/-



Galgotia Publishing Company
409, 4th Floor, Hari Sadan,
4637/20, Ansari Road, Daryaganj,
New Delhi - 110 002
Ph: 9899361537

E-mail: galgotiabooks@rediffmail.com
website: www.galgotiabooks.in



Interdisciplinary Research Perspectives on AI, Future of Work and Sustainable HR Development

Dr. (Prof.) V. Nain

Dr. Vachher

Dr. Kumar

Dr. Chaudhary



INTERDISCIPLINARY RESEARCH PERSPECTIVE ON AI, FUTURE OF WORK AND SUSTAINABLE HR DEVELOPMENT



PROF. (DR.) MANISHA V. NAIN
DR. LAXMEE VACHHER
DR. NITEESH KUMAR
DR. VIJESH CHAUDHARY

Galgotia Publishing Company



Interdisciplinary Research Perspective on AI, Future of Work and Sustainable HR Development

© 2026, Prof. (Dr.) Manisha V. Nain, Dr. Laxmee Vachher, Dr. Niteesh Kumar and Dr. Vijesh Chaudhary

All right reserved. No part of this may be reproduced, stored in a retrieval system, in any form or by any means, electronic, photographic or otherwise, without prior written permission of the publisher.

ISBN : 978-81-998796-2-1

Typeset by Galgotia DTP Unit

Cover designed by Anahita Arora

Published by Ashok Galgotia for Galgotia Publishing Company

409, 4th Floor, Hari Sadan

4637/20, Ansari Road, Daryaganj, New Delhi 110002

Phone : 9899361537

Email : galgotiabooks@rediffmail.com

Website : www.galgotiabooks.in

Also at Sector 49, Sohna Road, Gurugram, Haryana 122018

Printed in India

Contents

Acknowledgement		v
Chapter 1	Revisiting Dharma as a Leadership Paradigm: A Case Study Analysis from the Ramayana and the Mahabharata <i>Prof. (Dr.) Manisha V. Nain, Dr. Priyanka Arora</i>	1
Chapter 2	AI and Diversity Hiring: A Case Study Analysis of Bias and Fair Recruitment Practices <i>Ms. Bhawna Sharma, Prof. Dr. Abhijit Das</i>	13
Chapter 3	Collective Bargaining under the Industrial Relations Code: Continuity or Crisis? <i>Ms. Pushpa Prajapati, Prof. (Dr.) Manisha V. Nain</i>	21
Chapter 4	AI-Driven Skills, Employability, and Future Career Readiness <i>Dr. Chetna Mahaur</i>	33
Chapter 5	Workplace Well-being: Strategies for Supporting Mental Health in Organization <i>Ms. Ruchi Malhotra</i>	43 43
Chapter 6	Artificial Intelligence and Personalized Employee Development <i>Ms. Geeta Khari, Prof. (Dr.) Manisha V. Nain</i>	49
Chapter 7	The Role of Psychological Safety in Shaping Modern Workforce Dynamics: A Systematic Literature Review. <i>Ms. Bhawna Sharma</i>	59
Chapter 8	Implementing HR Chatbots and Virtual Assistants for Employee Experience <i>Ms. Namrata Jain</i>	71
Chapter 9	Generation Z Workforce Retention Strategies in the Manufacturing Sector <i>Dr. Manisha V. Nain, Dr. Laxmee Vachher</i>	79
Chapter 10	Universalising Social Security under the Code on Social Security, 2020: Myth or Reality? <i>Ms. Pushpa Prajapati. Prof. (Dr.) Manisha V. Nain</i>	95

Chapter 11	Artificial Intelligence and Workforce Transformation in the Digital Economy <i>Dr. Chetna Mahaur</i>	109
Chapter 12	Speaking to Succeed — Communication Skills and Employability in the Twenty-First Century <i>Dr. Samidha, Dr. Shruti Shukla</i>	121
Chapter 13	Ethics and Technology in Performance Appraisal: Challenges in the Digital Era <i>Ms. Geeta Khari, Prof. (Dr.) Manisha V. Nain</i>	133
Chapter 14	Reimagining Learning and Development in the Digital Age: Embracing Technological Change <i>Ms. Namrata Jain</i>	139
Chapter 15	Youth Perceptions of Climate Responsibility in Urban India: An Interpretive Qualitative Study <i>Dr. Kanchan Kumari, Prof. (Dr.) Manisha V. Nain</i>	145

CHAPTER 1

Revisiting Dharma as a Leadership Paradigm: A Case Study Analysis from the Ramayana and the Mahabharata

Prof. (Dr.) Manisha V. Nain¹
Dr. Priyanka Arora²

Abstract

In the contemporary discourse on leadership, increasing attention is being given to ethical, responsible, and value-based governance. Traditional knowledge systems offer important perspectives in this regard. The concept of **Dharma** in Indian philosophy represents a comprehensive framework of duty, righteousness, moral responsibility, and social harmony that can inform leadership practices. This study explores the relevance of Dharma as a leadership paradigm through selected case studies from the Indian epics *Ramayana* and *Mahabharata*.

The research adopts a **qualitative case study methodology** supported by interpretative textual analysis. Two representative cases—**Rama** from the *Ramayana* and **Yudhishtira** from the *Mahabharata*—are examined to understand how Dharma shapes leadership conduct and decision-making. These cases were selected because both characters face complex moral dilemmas while exercising authority and governance responsibilities. Primary epic narratives along with relevant secondary scholarly sources were analyzed using **thematic analysis** to identify recurring leadership principles reflected in their actions and decisions.

The analysis highlights several core dimensions of Dharma-based leadership, including adherence to ethical duty, commitment to justice, personal integrity, restraint in the exercise of power, and prioritization of collective welfare. The cases demonstrate that leaders guided by Dharma strive to maintain moral balance while addressing political and social challenges. Such leadership emphasizes responsibility toward society rather than personal gain, thereby strengthening trust and legitimacy in governance.

The study contributes to the literature on **indigenous leadership frameworks** by presenting Dharma as a culturally grounded model of ethical leadership. It also indicates the potential of integrating insights from classical Indian texts into contemporary leadership studies. Future research may extend this framework through empirical validation, comparative studies with modern leadership theories, and its application in organizational and public administration contexts.

¹ Professor, Gitarattan International Business School, Rohini, New Delhi

² Assistant Professor, Asian Business School, Noida

CHAPTER 2

AI and Diversity Hiring: A Case Study Analysis of Bias and Fair Recruitment Practices

Ms. Bhawna Sharma¹
Prof. Dr. Abhijit Das²

Abstract

Artificial Intelligence (AI) has become a transformative force in Human Resource Management (HRM), particularly in recruitment and selection processes. Organizations increasingly adopt AI-driven tools to enhance efficiency, reduce hiring time, and support data-based decision-making. However, despite these advantages, concerns related to algorithmic bias, lack of transparency, and fairness in diversity hiring have emerged as critical challenges in modern recruitment practices.

This study examines the role of AI in diversity hiring with a focus on bias and fair recruitment practices. It explores key concepts such as AI applications in HRM, diversity hiring, and ethical concerns associated with automated decision-making systems. The research adopts a qualitative and exploratory approach based on secondary data from academic literature, reports, and industry sources.

The study includes case analysis of Amazon, HireVue, and IBM to understand real-world applications of AI in recruitment and their impact on fairness and inclusion. The findings reveal that while AI can improve recruitment efficiency, it may also reinforce existing biases if not properly designed and monitored.

The study concludes that effective diversity hiring through AI requires ethical governance, unbiased data, transparency, and human oversight. A balanced integration of AI and human judgment is essential to ensure fair, inclusive, and responsible recruitment practices in the evolving digital workplace.

Keywords: *Artificial Intelligence, Human Resource Management, Diversity Hiring, Algorithmic Bias, Fair Recruitment, Ethical AI.*

¹ Assistant Professor, Gitarattan International Business School, Rohini, New Delhi

² Professor, Gitarattan International Business School, Rohini, New Delhi

CHAPTER 3

Collective Bargaining under the Industrial Relations Code: Continuity or Crisis?

Ms. Pushpa Prajapati¹

Prof. (Dr.) Manisha V. Nain²

Abstract

The Industrial Relations Code, 2020 (IR Code, 2020) represents one of the most significant contemporary reforms in the history of Indian labour law. By subsuming three of the foundational statutes of industrial democracy, namely, the Trade Unions Act, 1926, the Industrial Employment (Standing Orders) Act, 1946, and the Industrial Disputes Act, 1947, the Code intends to consolidate modern industrial relations to promote economic efficiency and ease of doing business through procedural simplifications. On the contrary, this Code has given rise to extreme debate on workers' rights, trade union autonomy and ultimately collective bargaining. The chapter examines the historical arc of these consolidations to analyse the legislative framework that governs trade union, the negotiation union or council structure, regulation of strikes, extended workers definitions and the bipartite settlement mechanisms. This chapter scrutinises the critical paradox of IR Code in terms of whether the Code's principal institutionalisation will strengthen the mechanism of collective bargaining (a provision not available in predecessor law) or may gradually erode labour protection by curtailing the right to strike (that coerced management to the bargaining arena). Certain aspects of the IR Code like overriding powers granted to executives, union recognition thresholds with structural deficits and eliminating the rights of newly formed gig workers and informal workers from entering the bargaining arena raises serious questions as to whether the Code achieves continuity in conformity with international labour standards or instead seriously weakens substantive worker influence in protecting their interests.

Keywords: *Industrial Relations Code; Collective bargaining; Trade unions; Labour reforms; Industrial democracy; Fixed-term employment, Gig economy*

¹ Assistant Professor, Gitarattan International Business School, Rohini, New Delhi

² Professor, Gitarattan International Business School, Rohini, New Delhi

CHAPTER 4

AI-Driven Skills, Employability, and Future Career Readiness

Dr. Chetna Mahaur¹

Abstract

The rapid advancement of Artificial Intelligence (AI) is reshaping industries, transforming workplaces, and redefining the competencies required for professional success. While automation replaces repetitive tasks, AI simultaneously creates opportunities for individuals equipped with future-oriented skills. This chapter explores the evolving relationship between AI-driven skills, employability, and career readiness in the digital economy. It discusses the emerging competencies demanded by employers, the role of higher education institutions in preparing graduates, and the significance of lifelong learning in an AI-enabled world. The chapter further highlights practical strategies for students, educators, and policymakers to foster workforce readiness through AI literacy, digital skills, critical thinking, and ethical decision-making.

Keywords: *Artificial Intelligence, Employability, Future Skills, Career Readiness, Digital Literacy, Workforce Development, Higher Education, Industry 5.0*

1. Introduction

Artificial Intelligence has emerged as one of the most transformative technologies of the twenty-first century. From customer service chatbots and recommendation systems to predictive analytics and autonomous decision-making, AI has become deeply integrated into organizational processes across sectors such as healthcare, finance, manufacturing, education, retail, and logistics.

The changing nature of work has sparked discussions regarding the future of employment. While some occupations are susceptible to automation, AI is simultaneously generating new job roles that demand higher-order cognitive abilities, technological proficiency, and interdisciplinary knowledge. Consequently, employability is no longer determined solely by academic qualifications but increasingly by an individual's ability to adapt, learn continuously, and collaborate effectively with intelligent technologies.

Educational institutions therefore face the challenge of preparing graduates who are not

¹ Associate Professor, Gitarattan International Business School, Rohini, New Delhi

CHAPTER 5

Workplace Well-being: Strategies for Supporting Mental Health in Organization

Ms. Ruchi Malhotra¹

Abstract

In today's fast-paced and competitive workplace, mental health has emerged as a critical element of both corporate efficiency and individuals' overall well-being. This study explores the significance of workplace well-being and practical strategies for fostering mental health in organizations. It highlights the increasing need for proactive support networks, mental health awareness, and an open and inclusive culture by using case studies and recent research. Implementing mental health policies, providing counseling services, promoting work-life balance, training managers on how to recognize and address mental health concerns, and creating psychologically safe work environments are some of the crucial strategies discussed. The study also highlights the advantages of investing in mental health, including increased employee engagement, less absenteeism, and increased productivity, as well as the importance that leaders play in setting an example of healthy conduct. In the end, encouraging mental health at work is not only morally required, but also advantageous from a strategic standpoint for long-term company success.

Keywords: *Workplace Well-being, Mental Health, Work-Life Balance, Mental Health Awareness, Employee Wellness, Workplace Culture, Psychological Safety.*

Introduction

Workplace mental health has become a more important and prominent concern in today's fast-paced and stressful work environments. Mental health issues among workers have been connected to higher levels of stress at work, absenteeism, and decreased productivity. Given the significant influence that mental health has on general well-being, job happiness, and organizational success, companies increasingly face the pressing challenge of creating efficient plans to support and encourage employee mental health.

Although a lot of study has been done on many different facets of mental health, there is still opportunity for more investigation into the dynamic and changing relationship between mental health and the workplace. The research gap is caused by the lack of thorough understanding of the particular tactics and interventions that businesses might use to establish workplaces

¹ Assistant Professor, Gitarattan International Business School, Rohini, New Delhi

CHAPTER 6

Artificial Intelligence and Personalized Employee Development

Ms. Geeta Khari¹

Prof. (Dr.) Manisha V. Nain²

Abstract

Artificial Intelligence (AI) has emerged as a transformative force in Human Resource Management (HRM), particularly in the domain of employee development. Traditional employee development practices often rely on standardized training models that fail to address individual learning needs, career aspirations, and evolving organizational skill requirements. AI-driven systems enable organizations to create personalized learning experiences through adaptive learning platforms, predictive analytics, intelligent mentoring systems, and automated career development tools. This chapter examines the role of AI in personalized employee development by exploring its conceptual foundations, applications, organizational implications, ethical concerns, and future prospects. The discussion highlights how AI facilitates continuous learning, employee engagement, and workforce agility while also addressing challenges related to privacy, algorithmic bias, and technological dependence. The chapter concludes that AI-driven personalized development can significantly enhance organizational competitiveness when implemented with ethical governance and human-centered HR practices.

Keywords: *Artificial Intelligence, Personalized Employee Development, Human Resource Management, Learning Analytics, Workforce Development, Digital HRM*

1. Introduction

Rapid development and implementation of digital technologies have significantly affected organizational practices and management procedures throughout different sectors. Among those technologies, there is a special focus on the potential of artificial intelligence in the automation of processes, complex data analysis, and decision-making. Despite the fact that Human Resource Management (HRM) still largely depends on human intuition and interactions, HRM increasingly resorts to AI-based tools for performing numerous tasks from

¹ Assistant Professor, Gitarattan International Business School, Rohini, New Delhi

² Professor, Gitarattan International Business School, Rohini, New Delhi

CHAPTER 7

The Role of Psychological Safety in Shaping Modern Workforce Dynamics: A Systematic Literature Review.

Ms. Bhawna Sharma¹

Abstract

Psychological safety has emerged as a critical determinant of employee well-being, organizational effectiveness, and sustainable workforce performance in contemporary work environments characterized by globalization, digital transformation, hybrid work models, and increasing workforce diversity. This Systematic Literature Review (SLR) examines the role of psychological safety in shaping modern workforce dynamics by synthesizing existing research from organizational behavior, human resource management, and leadership studies.

The review analyzes peer-reviewed literature focusing on psychological safety and its relationship with key organizational outcomes, including employee engagement, team performance, innovation, job satisfaction, knowledge sharing, and organizational commitment. It also explores the influence of leadership styles, organizational culture, diversity and inclusion practices, and hybrid work environments in fostering psychologically safe workplaces.

Findings indicate that psychological safety significantly enhances employee engagement, creativity, learning behavior, adaptability, and overall organizational resilience, while simultaneously reducing stress, conflict, burnout, and turnover intentions. The study further highlights emerging trends in virtual teams, AI-enabled workplaces, and cross-cultural workforce management, emphasizing the growing importance of psychological safety in the post-pandemic era.

Despite increasing scholarly attention, gaps remain in research related to developing economies, longitudinal studies, and emerging work contexts such as gig work and AI-driven organizations. The review concludes that psychological safety, supported by inclusive leadership and supportive organizational culture, is a strategic enabler of sustainable workforce performance and long-term organizational success.

Keywords: *Psychological Safety, Workforce Dynamics, Employee Engagement, Organizational Behavior, Leadership, Hybrid Work, Organizational Performance, Systematic Literature Review.*

¹ Assistant Professor, Gitarattan International Business School, Rohini, New Delhi

CHAPTER 8

Implementing HR Chatbots and Virtual Assistants for Employee Experience

Ms. Namrata Jain¹

Introduction

The incorporation of automated technology and artificial intelligence has expedited the shift of human resources from a transactional function to a strategic business partner. Virtual assistants and HR chatbots have become two of these advances' most potent instruments, radically altering the way businesses provide employee experiences. A paradigm shift in the way HR services are conceived and provided can be achieved by using chatbots to supplement or even replace in-person interactions between employees (or potential employees) and HR personnel.

The quick uptake of these technologies is indicative of a larger organizational need to boost productivity, increase accessibility, and provide more individualized work experiences. For efficient personnel management, 13% of HR teams now use chatbots, virtual assistants, and machine learning software; this shows a high level of early acceptance that is anticipated to pick up speed in the upcoming years. The strategic deployment, real-world uses, and revolutionary potential of HR chatbots and virtual assistants in delivering exceptional employee experiences are examined in this chapter.

Keywords: *Chatbots, Machine Learning Software, Artificial Intelligence, Virtual Assistants, Transactional*

Understanding HR Chatbots and Virtual Assistants

Defining the Technology

Intelligent virtual assistants known as HR chatbots are made to help with a variety of HR procedures by speaking in natural language with both candidates and workers. Artificial intelligence (AI) and natural language processing (NLP) enable HR bots to comprehend and react to employee inquiries instantly, offering prompt support for a variety of HR tasks. These advanced systems are the result of the fusion of machine learning, conversational AI, and human resources knowledge, resulting in interactive platforms that are increasingly capable of managing intricate employee relationships.

¹ Assistant Professor, Gitarattan International Business School, Rohini, New Delhi

CHAPTER 9

Generation Z Workforce Retention Strategies in the Manufacturing Sector

Dr. Manisha V. Nain¹

Dr. Laxmee Vachher²

Abstract

Retaining young talent has emerged as one of the defining challenges for India's manufacturing sector over the past decade. As Generation Z — broadly, those born between 1997 and 2012 — moves into the workforce in growing numbers, it is bringing with it a markedly different set of expectations: a desire for flexible schedules, visible career progression, meaningful and digitally integrated work, and the kind of leadership that listens rather than simply directs. These expectations sit poorly with the fixed-shift, hierarchical culture that still prevails in many Indian factories, making conventional retention tools increasingly inadequate.

Despite a rich body of research on employee turnover across sectors, there remains a notable gap: few studies have examined what it specifically takes to retain Generation Z workers within the Indian manufacturing context. This study sets out to address that gap. Using a quantitative, descriptive research design, primary data were gathered through a structured five-point Likert questionnaire administered to a convenience sample of 250 Generation Z employees drawn from manufacturing organizations across India. The data were subsequently analysed with the Statistical Package for Social Sciences (SPSS), employing reliability analysis, correlation, regression, and factor analysis.

The results consistently point to the same cluster of drivers: career development, work-life balance, employee engagement, leadership support, recognition systems, and access to training. Each of these variables shows a statistically significant relationship with employee retention. The study concludes that manufacturers seeking to stabilise their Generation Z workforce need to move decisively toward employee-centred, technology-informed HR strategies — ones that treat younger workers as partners in organizational growth rather than simply as interchangeable production units.

Keywords: *Generation Z, Employee Retention, Manufacturing Sector, Employee Engagement, HR Strategies*

¹ Professor, Gitarattan International Business School, Rohini, New Delhi

² Associate Professor, Babu Banarasi Das University, Lucknow

CHAPTER 10

Universalising Social Security under the Code on Social Security, 2020: Myth or Reality?

Ms. Pushpa Prajapati¹
Prof. (Dr.) Manisha V. Nain²

Abstract

The Code on Social Security, 2020 represents a landmark legislative initiative in India, consolidating nine pre-existing central labour laws into a single unified framework. Lauded as a transformative step towards universalising social security, the Code extends its ambit to cover workers in the unorganised sector, platform workers, and gig workers — categories long excluded from the formal social protection architecture. Yet the promise of universalism embedded in the Code raises searching questions: Does the Code truly usher in universal social security, or does it merely create the appearance of inclusion while perpetuating structural inequities? This chapter critically examines the scope, ambitions, and limitations of the Code on Social Security, 2020 through the lens of universalism. It analyses the definitional expansions, the tripartite architecture of contributory and non-contributory schemes, the federal implementation challenges, and the yawning gap between legislative intent and ground-level reality. The chapter concludes that, while the Code marks a significant normative advance, universal social security in India remains more aspiration than achievement.

Keywords: *Social Security, Code on Social Security 2020, Labour Law, Gig Workers, Unorganised Sector, Universal Social Protection, India*

I. Introduction

The quest for social security is as old as organised society itself. In its modern incarnation, social security denotes a system of statutory protection against the economic consequences of old age, sickness, maternity, disability, unemployment, and death — risks that, left unaddressed, consign vast sections of the working population to destitution. The International Labour Organization's *Social Security (Minimum Standards) Convention*, 1952 (No. 102) articulated

¹ Assistant Professor, Gitarattan International Business School, Rohini, New Delhi

² Professor, Gitarattan International Business School, Rohini, New Delhi

CHAPTER 11

Artificial Intelligence and Workforce Transformation in the Digital Economy

Dr. Chetna Mahaur¹

Abstract

The integration of artificial intelligence (AI) into the global economy is reshaping labor markets, organizational structures, and the fundamental nature of work itself. This chapter examines the multidimensional impact of AI-driven automation on workforce dynamics, exploring how technological disruption coexists with job creation, skill transformation, and evolving human-machine collaboration. Drawing on economic theory, empirical research, and industry case studies, we analyze the sector-specific effects of AI adoption, the policy responses required to manage transition, and the strategic imperatives for businesses navigating an era of accelerating change. The chapter argues that the digital economy does not herald the end of work, but rather demands a fundamental reimagining of human potential, institutional design, and the social contract between employers, employees, and governments.

Keywords: *Artificial intelligence, automation, labor markets, digital economy, reskilling, human-machine collaboration, future of work, economic disruption*

1. Introduction: The Fourth Industrial Revolution

We stand at an extraordinary inflection point in economic history. The confluence of machine learning, natural language processing, robotics, and vast computational power has produced artificial intelligence systems capable of performing cognitive tasks once considered exclusively human. Unlike the steam engine that replaced muscle, or the computer that automated routine clerical work, contemporary AI encroaches upon domains of judgment, perception, creativity, and complex problem-solving. The implications for the workforce are profound, contested, and deeply consequential.

The concept of the Fourth Industrial Revolution, popularized by Klaus Schwab and the World Economic Forum, captures this unprecedented convergence of physical, digital, and biological technologies.

Whereas previous industrial revolutions unfolded over generations, allowing labor markets and social institutions time to adapt, the current wave of AI-driven transformation

¹ Associate Professor, Gitarattan International Business School, Rohini, New Delhi

CHAPTER 12

Speaking to Succeed — Communication Skills and Employability in the Twenty-First Century

Dr Samidha¹

Dr. Shruti Shukla²

Abstract

This chapter examines the relationship between communication skills and employability in the contemporary labour market, drawing on research from applied linguistics, organisational psychology, business communication studies, and higher education policy. It argues that communication competence — encompassing oral, written, digital, and interpersonal dimensions — has become one of the most consistently cited and yet persistently undervalued capabilities in graduate and professional employment. The chapter traces the historical development of communication as an employability concern, surveys employer expectations and graduate preparedness, analyses the core components of professional communication, and examines the pedagogical approaches through which higher education institutions have attempted to address the so-called “skills gap.” Special attention is given to the intersection of communication competence with questions of diversity, digital transformation, and globalisation, and to the ways in which communication norms in professional settings can reproduce social inequalities. The chapter concludes by proposing an integrated model of communicative employability that takes seriously both the instrumental demands of the labour market and the critical capacities required for ethical and effective professional life.

Keywords: *Employability, globalization, linguistics, listening, comprehension*

1. Introduction: Why Communication Skills Matter for Employment

Few claims in the discourse of employability are more frequently repeated, or more stubbornly resistant to precise definition, than the assertion that communication skills are essential for professional success. Employer surveys, graduate outcome studies, government

1 Assistant Professor, Gitarattan International Business School, Rohini, New Delhi

2 Assistant Professor, KCC College, Greater Noida

CHAPTER 13

Ethics and Technology in Performance Appraisal: Challenges in the Digital Era

Ms. Geeta Khari¹
Prof. (Dr.) Manisha V. Nain²

Abstract

The integration of advanced technologies into Human Resource Management (HRM) has significantly transformed organizational performance appraisal systems. Artificial Intelligence (AI), machine learning, people analytics, and digital monitoring technologies have enabled organizations to conduct employee evaluations with greater speed, efficiency, and data accuracy. However, the growing dependence on technology-driven appraisal systems has also generated critical ethical concerns regarding transparency, privacy, fairness, employee surveillance, and algorithmic bias. This chapter critically examines the intersection of ethics and technology in modern performance appraisal systems. It explores how digital transformation has reshaped employee evaluation processes and discusses the ethical challenges organizations face while implementing technology-enabled appraisal systems. The chapter further highlights relevant ethical theories, organizational implications, and strategies for ensuring fair and transparent appraisal practices. The study concludes by emphasizing the importance of balancing technological innovation with ethical responsibility in contemporary HRM practices.

Keywords: *Performance appraisal, ethics, artificial intelligence, HR analytics, employee surveillance, digital HRM, algorithmic bias.*

1. Introduction

Performance appraisal is one of the critical elements of Human Resource Management (HRM), through which organizations are able to judge their employees' performance, determine developmental areas and make appropriate decisions. Conventionally, the process of appraisal was based mainly on supervision, annual evaluations, and personal biases of the evaluator. However, the fast-paced development of technology and innovations have made it

¹ Assistant Professor, Gitarattan International Business School, Rohini, New Delhi

² Professor, Gitarattan International Business School, Rohini, New Delhi

CHAPTER 14

Reimagining Learning and Development in the Digital Age: Embracing Technological Change

Ms. Namrata Jain¹

Abstract

In the Digital Age, the field of learning and development (L&D) is undergoing a significant transition due to the quick advancement of technology. This chapter, “Reimagining Learning and Development in the Digital Age: Embracing Technological Change,” examines how businesses are embracing cutting-edge digital tools and platforms to foster an active, adaptable, and progressive learning culture. AI-powered material, gamification, microlearning, virtual classrooms, and e-learning are some of the more dynamic, accessible, and customized training techniques that are replacing traditional ways.

The chapter emphasizes how technology may improve employee engagement, skill development, and overall organizational effectiveness through strategic integration. It also looks at the opportunities and problems that companies have when trying to strike a balance between the importance of human interaction in learning experiences and technical improvements. This chapter offers helpful advice for companies looking to maintain their competitiveness in a rapidly changing, digital world—ensuring that their workforce stays empowered, flexible, and prepared for the future—by drawing on case studies, best practices, and insights into the changing role of L&D professionals.

Keywords- *Digital Age, Employee Engagement, Microlearning, Skill Acquisition, Technological Transformation*

Introduction

The strong level of scholarly interest in technology integration in learning and development (L&D) reflects the rising realization that digital tools fundamentally alter how businesses support employee growth and skill acquisition. With a range of technologies, such as e-learning platforms, microlearning, gamification, artificial intelligence (AI), and virtual reality, the Digital Age is converting old L&D models into more adaptable, customized, and captivating experiences. This review of the literature compiles the corpus of research on the

¹ Assistant Professor, Gitarattan International Business School, Rohini, New Delhi

CHAPTER 15

Youth Perceptions of Climate Responsibility in Urban India: An Interpretive Qualitative Study

Dr. Kanchan Kumari¹
Prof. (Dr.) Manisha V. Nain²

Abstract

Urban India presents one of the most compelling crucibles for examining the psychology of climate responsibility. Young people between the ages of 18 and 30 inhabit cities shaped by explosive economic growth, structural environmental neglect, and an accelerating digital information environment that constantly amplifies climate narratives. Despite demonstrating measurable environmental consciousness, this cohort routinely participates in consumption patterns that deepen urban ecological footprints. Conventional scholarship has catalogued this contradiction through quantitative attitude-behavior surveys, yet the interpretive architecture underlying it—the values, emotions, social negotiations, and structural rationalizations through which urban Indian youth make sense of climate accountability—remains conspicuously underexplored.

This chapter presents a theoretically grounded qualitative research design anchored in the interpretive paradigm and operationalised through Interpretive Phenomenological Analysis (IPA). Drawing on Ajzen's Theory of Planned Behavior and the Value-Action Gap Framework, the study maps the lived dimensions of climate responsibility across purposively sampled youth cohorts in Tier-1 metropolitan cities, including Delhi NCR, Mumbai, Bengaluru, and Kolkata. Data triangulation across in-depth semi-structured interviews, focus group discussions, and naturalistic field observation generates thick, contextually grounded description. Rigour is maintained through Lincoln and Guba's criteria of credibility, transferability, dependability, and conformability.

The chapter contributes an original empirical and methodological intervention to a field dominated by Western-centric quantitative research by centering subaltern environmental subjectivities within one of the world's fastest-urbanizing societies.

¹ Assistant Professor, Gitarattan International Business School, Rohini, New Delhi

² Professor, Gitarattan International Business School, Rohini, New Delhi

Chapter 1

Authenticity and Legal Accountability of Geographical Indication (GI) Tagged Products Promoted Through AI Algorithms

Ms. Ankita Dubey
Assistant Professor, Gitarattan International Business School

Abstract

Geographical Indications (GIs) represent a critical form of collective intellectual property that links product quality, reputation, and authenticity to specific geographic origins. The rapid proliferation of AI-driven algorithmic promotion on digital commerce platforms has generated profound legal, ethical, and regulatory questions regarding how GI-tagged products are authenticated, marketed, and protected online. This chapter interrogates the authenticity crisis in AI-mediated GI promotion, examining the structural tensions between algorithmic efficiency and the integrity requirements embedded in international GI law. Drawing on an extensive literature review of Scopus- and WoS-indexed studies published in Q1 and Q2 journals across food science, intellectual property law, supply chain management, and AI governance, the chapter develops a multi-dimensional framework for understanding legal accountability gaps in this domain. It analyses the TRIPS Agreement, the EU AI Act (2024), the EU GI Regulation (2023), national-level GI legislation, and emergent algorithmic accountability frameworks. The chapter argues that existing legal instruments are inadequate for regulating AI-promoted GI infringements and proposes an integrated accountability architecture comprising technical standards, legal reform, and multi-stakeholder governance.

Keywords: Geographical Indications, AI algorithms, legal accountability, authenticity, intellectual property, TRIPS, EU AI Act, food traceability, algorithmic transparency, GI infringement, blockchain, machine learning.

Chapter 2

Artificial Intelligence as a Tool for Gender Responsive Property Governance in India

Dr. Arpita Sehgal
Assistant Professor, Gitarattan International Business School

1. Introduction

1.1 Background of Property Inequality in India

The relationship between women and property in India has historically been characterized by systematic exclusion. Under classical Hindu law, particularly the Mitakshara school which governed the bulk of the population, women were not recognized as coparceners that is, persons entitled by birth to a share in ancestral family property. Property descended through the male line, and women's access to economic resources was mediated through male relatives: fathers, husbands, and sons. This structural exclusion was not merely a matter of private law, it was embedded in social norms, customary practices, and institutional arrangements that collectively positioned women as dependants rather than proprietors.

The socio-economic consequences of this exclusion are well documented. Women who do not own property are more economically vulnerable, have weaker bargaining power within households, face greater difficulty in accessing formal credit, and are

Chapter 3

Insolvency and Bankruptcy Regime in India Evolving Framework, Institutional Challenges, and the Road Ahead

Dr. Mansi Singh
Assistant Professor, Gitarattan International Business School

Abstract

The Insolvency and Bankruptcy Code, 2016 (IBC) marked a transformative shift in India's approach toward insolvency resolution and corporate distress. Prior to the enactment of the Code, India's insolvency framework was fragmented, time-consuming, and inefficient, resulting in low recovery rates and prolonged litigation. The IBC introduced a creditor-driven and time-bound insolvency resolution mechanism aimed at maximising the value of assets, promoting entrepreneurship, and improving the ease of doing business in India. This chapter critically examines the evolution, structure, and functioning of the insolvency and bankruptcy regime in India. It analyses the institutional framework under the IBC, including the role of the National Company Law Tribunal (NCLT), Insolvency Professionals, and the Committee of Creditors (CoC). The chapter further explores key judicial developments, challenges in implementation, cross-border insolvency concerns, and the impact of the Code on the Indian economy. The study concludes by proposing reforms to strengthen efficiency, transparency, and stakeholder confidence in the insolvency ecosystem.

Chapter 4

Witch Hunting and Laws in India: A Socio-Legal Analysis

Dr. Seema Modi
Assistant Professor, Gitarattan International Business School

Abstract

This chapter provides a comprehensive socio-legal analysis of witch hunting in India, a persistent form of gender-based violence that predominantly targets vulnerable women from Scheduled Caste (SC) and Scheduled Tribe (ST) communities. Far from a medieval relic, the practice remains deep-rooted in rural and tribal pockets, sitting at the intersection of patriarchy, superstition, land dispossession, and systemic state failure. The chapter examines the historical and structural drivers of this phenomenon, noting that modern incidents follow a recognizable pattern of community misfortune, shamanistic consultation, and collective persecution. Evaluating the fragmented legal architecture, the study reviews the varied efficacy of the eight existing state-specific anti-witch-hunting legislations—ranging from lenient penalties in Bihar to more stringent frameworks in Assam. It further scrutinizes the newly implemented Bharatiya Nyaya Sanhita, 2023 (BNS). While generic provisions regarding murder, group violence, and sexual assault are applicable, the BNS ultimately omits a dedicated provision on witch hunting, missing a crucial legislative opportunity to capture the unique socio-cultural and systemic dimensions of the crime. Backed by constitutional guarantees of equality and dignity (Articles 14, 15, and 21) and aligned with international human rights obligations under CEDAW and the ICCPR, the chapter argues that the current patchwork of state laws creates a regime of unequal protection. It concludes that enacting a uniform, victim-centric

Chapter 5

Crime, Deviance and Social Control in Urban Areas

Dr. Sonia Rajoria

Assistant Professor, Gitarattan International Business School

Abstract

Urban environments present unique and complex challenges for understanding crime, deviance, and mechanisms of social control. This chapter examines the theoretical frameworks—including social disorganization theory, strain theory, and routine activity theory—that have guided scholarly inquiry into urban criminality. It further explores the sociological dimensions of deviance, the role of formal and informal control mechanisms, and the persistent intersection of race, class, and place in shaping crime patterns. Drawing on empirical research from the past three decades, this chapter synthesizes key findings and identifies implications for urban policy, community development, and criminal justice reform. The chapter argues that effective social control in cities must transcend punitive approaches and incorporate structural interventions addressing poverty, inequality, and spatial disadvantage.

Keywords: urban crime, social disorganization, deviance, social control, criminology, inequality

1. Introduction

Cities are both the place of great human resources and great social fragility. Inequality, marginalization and crime are concentrated as well. Concentrations of diverse populations, economic activity and cultural production are coupled with

Chapter 6

Artificial Intelligence and Ethical Consciousness in Contemporary English Literature

Dr. Shreya Bhardwaj
Assistant Professor, Gitarattan International Business School

Abstract

This academic paper aims to investigate the ways in which English Literature interacts with AI development, communication, leadership and organizational behavior in management studies. It does this by looking at the impact of literary theories and narrative structures on how we develop ethical AI. Furthermore, it provides an analysis of how AI is affecting the way we create and critique literature, how we communicate at work and how we make decisions in management. The paper also argues that Together, they provide valuable insights into ethical management and AI implementation within organizations by providing a unique inter-disciplinary lens with which to examine these issues.

Keywords: Artificial Intelligence (AI), English Literature, Human Creativity, Digital Humanities, Ethics, Literary Studies,

The arrival of Artificial Intelligence ¹marks one of the greatest innovations throughout modern history, particularly in regard to the ability of machines to mimic cognitive capabilities that have traditionally been regarded as exclusively human. As

¹ Artificial Intelligence: A Modern Approach. Stuart Russell and Peter Norvig. *Artificial Intelligence: A Modern Approach*. 4th ed., Pearson, 2021

Chapter 7

Digital Evidence and Chain of Custody a Comprehensive Analysis of Indian Legal Framework and Forensic Procedures

Ms. Garima Chaudhary
Assistant Professor, Gitarattan International Business School

ABSTRACT

The rise of digital evidence has significantly transformed criminal adjudication in India. Electronic records such as WhatsApp conversations, GPS metadata, CCTV footage, emails, and deleted files now frequently determine the outcome of criminal trials. However, the increasing dependence on electronic records has also required the legal system to evolve rapidly in order to address issues of admissibility, authenticity, integrity, and forensic preservation. The Indian legal framework governing digital evidence is primarily rooted in Sections 65A and 65B of the Indian Evidence Act, 1872, as amended by the Information Technology Act, 2000.¹ The doctrine of chain of custody further ensures that digital evidence remains untampered from seizure to courtroom presentation. This chapter critically analyses the statutory framework, forensic procedures, and judicial interpretations governing electronic evidence in India, with particular reference to the landmark Supreme Court decisions in *Anvar P.V. v. P.K. Basheer*,² *Shafhi Mohammad v. State of Himachal Pradesh*,³ and *Arjun Panditrao Khotkar v. Kailash Kushanrao Gorantyal*.⁴

Chapter 8

Compromised Meritocracy: Examination Paper Leaks and Corruption in Public Recruitment

Ms. Supriya

Assistant Professor, Gitarattan International Business School

Abstract

Meritocracy, as a foundational ideal of democratic governance, promises that public office and opportunity shall be dispensed on the basis of ability, effort, and fair competition — not privilege, patronage, or purchase. Yet across India and much of the developing world, a spreading pathology threatens this promise at its roots: the systematic leaking of examination papers and the corruption of public recruitment processes. This chapter examines the phenomenon of examination fraud in public employment, analysing its socio-economic drivers, institutional anatomy, and, most critically, its challenge to constitutional guarantees of equality and justice. Drawing on landmark cases including the Vyapam scam, the NEET-UG 2024 controversy, the West Bengal SSC recruitment scandal, and the UP Police Constable Examination fiasco, this study demonstrates that paper leaks are not mere administrative failures — they are constitutional violations that corrode Articles 14, 16, and 21 of the Indian Constitution. The chapter situates these domestic crises within global comparative frameworks and evaluates legislative responses, including the Public Examinations (Prevention of Unfair Means) Act, 2024. The analysis concludes that restoring constitutional justice demands not merely punitive legislation but a systemic

Chapter 9

Cyber Violence Against Women in India: Legal Responses and Policy Gaps

Ms. Muskan Grover

Assistant Professor, Gitarattan International Business School

Abstract

The rapid digitalization of India—home to over 850 million internet users—has created new vectors through which gender-based violence is perpetrated, amplified, and normalized. Cyber violence against women (CVAW), encompassing cyberstalking, non-consensual intimate image abuse, online harassment, technology-facilitated domestic violence, and AI-generated deep-fakes, represents a critical yet under-addressed dimension of India's broader crisis of gender inequality. This chapter undertakes a systematic analysis of India's legal and policy architecture for addressing CVAW, evaluating the Information Technology Act (2000, as amended 2008), relevant provisions of the Indian Penal Code, the IT (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021, and judicial responses. It identifies foundational policy gaps—including definitional incoherence, institutional underpreparedness, platform impunity, data protection deficits, and the erasure of intersectional vulnerability—and situates these gaps within comparative and international human rights frameworks. The chapter concludes by proposing a comprehensive, survivor-centred policy architecture that integrates legislative reform, institutional capacity-building, and platform accountability.

Chapter 10

Illegal Sand Mining and the Failure of Environmental Enforcement in India: A Critical Legal Analysis

Ms. Prachi Sharma

Assistant Professor, Gitarattan International Business School

Abstract

Illegal sand mining has emerged as one of the most significant yet inadequately addressed environmental governance challenges in India. Rapid urbanization, infrastructural expansion, and increasing demand for construction materials have intensified unsustainable extraction of river sand across multiple states, leading to severe ecological degradation, riverbank erosion, biodiversity loss, groundwater depletion, and threats to local livelihoods. Despite the existence of an extensive legal and regulatory framework under environmental, mining, and criminal laws, enforcement mechanisms continue to remain weak, fragmented, and ineffective. This paper critically examines the structural and institutional failures that enable illegal sand mining to flourish in India. It evaluates the role of environmental authorities, state governments, police agencies, and local administrative bodies in regulating extraction activities and investigates how corruption, political patronage, administrative inefficiency, and lack of inter-agency coordination undermine effective enforcement. The study further analyzes judicial interventions by the National Green Tribunal and the Supreme Court of India in addressing illegal mining practices and environmental violations. Through a doctrinal and socio-legal approach, the research highlights the limitations of existing environmental governance models and explores the need for stronger monitoring systems, community participation,

Chapter 11

Cyberbullying And Legal Remedies in India: Challenges and the Need for Stronger Digital Protection

Mr. Raghav Budakoti

Assistant Professor, Gitarattan International Business School

Abstract

The rapid advancement of information technology and the widespread accessibility of the internet have significantly transformed communication in contemporary society. Social networking platforms, instant messaging applications, online gaming communities, and digital forums have created unprecedented opportunities for interaction and expression. However, alongside these developments, cyberspace has increasingly become a medium for harassment, abuse, intimidation, and exploitation. One of the most alarming manifestations of online misconduct is cyberbullying.

Cyberbullying refers to the use of digital communication technologies to harass, threaten, humiliate, or intimidate an individual or group. Unlike traditional bullying, cyberbullying transcends geographical and temporal boundaries, enabling perpetrators to target victims anonymously and continuously. The rise of smartphones and social media platforms such as Instagram, WhatsApp, Facebook, and X (formerly Twitter) has further amplified the prevalence of cyberbullying, particularly among adolescents, women, and vulnerable communities.

In India, the increasing number of internet users has led to a corresponding rise in cyber offences. According to reports published by the National Crime Records Bureau (NCRB), cyber-related crimes have shown a consistent upward trend over the

Chapter 12

Medical Negligence in Indian Hospitals: Issues of Patient Safety, Hospital Liability, and Healthcare Governance

Mr. Ramandeep Kaur
Assistant Professor, Gitarattan International Business School

1.1 Introduction

Medical negligence has emerged as one of the most significant legal and healthcare challenges in India. The expansion of hospitals, increasing commercialization of healthcare, and growing awareness of patient rights has intensified concerns regarding patient safety and institutional accountability. Medical negligence refers to the failure of a medical practitioner or hospital to exercise reasonable care and skill expected from a competent professional, resulting in injury, disability, or death to a patient.¹

Traditionally, negligence claims focused mainly on the conduct of individual doctors. However, modern healthcare systems recognize that hospitals may also bear direct and vicarious liability for failures in administration, infrastructure, supervision, and patient care.² Incidents involving wrong diagnosis, delayed treatment, surgical mistakes, medication errors, and lack of emergency facilities have highlighted

¹ World Intellectual Property Organization, *Geographical Indications: An Introduction* (WIPO 2017).

² Latha R Nair and Rajendra Kumar, *Geographical Indications: A Search for Identity* (LexisNexis 2005).

Chapter 13

Competition Law in Digital Markets in India: Challenges, Regulation, and Emerging Jurisprudence

Ms. Tripti Yadav
Assistant Professor, Gitarattan International Business School

Abstract

The rapid proliferation of digital platforms and data-driven business models has fundamentally disrupted traditional frameworks of competition law across the globe, and India is no exception. This chapter examines the complex interplay between competition regulation and digital markets in India, with particular focus on the Competition Act, 2002, the evolving role of the Competition Commission of India (CCI), and the significant legislative overhaul introduced by the Competition (Amendment) Act, 2023. Drawing on peer-reviewed scholarship, regulatory jurisprudence, and comparative analysis, the chapter explores core challenges including market definition in multi-sided platforms, network effects and tipping dynamics, data as a competitive asset, predatory pricing in zero-price markets, and digital merger control. It further analyses landmark CCI decisions—including inquiries against Google, Amazon, Apple, WhatsApp/Meta, and MakeMyTrip—and situates Indian developments within global trends in digital competition law. The chapter concludes with a forward-looking assessment of India's regulatory trajectory, emphasizing the urgent need for a Digital Competition Act, enhanced institutional capacity, and a calibrated ex ante regulatory approach suited to the technological realities of the 21st-century economy.