



ISBN: 978-93-94521-44-5

**International Conference on Humanities,
Social Sciences and Management**

ICHSM'26

**Redefining Humanities, Social Sciences,
and Management in the Digital Age**



EDITORS

Dr. Kanupriya Misra Bakhru

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**INTERNATIONAL CONFERENCE ON
HUMANITIES, SOCIAL SCIENCES AND
MANAGEMENT**

ICHSM 2026

**REDEFINING HUMANITIES, SOCIAL
SCIENCES AND MANAGEMENT IN THE
DIGITAL AGE**



ABSTRACT BOOK

Department of Humanities and Social Sciences

JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY

A-10, Sector-62, Noida-201309, Uttar Pradesh, India

International Conference on Humanities, Social Sciences and Management (ICHSM 2026)

EDITORS: Dr Kanupriya Misra Bakhru, Dr Harleen Kaur, Dr Ekta Srivastava and Dr Paridhi Chaudhary

Published by: Manojvm Publishing House, New Delhi-110022

Edition: First

Publication Year: 2026

ISBN: 978-93-94521-44-5

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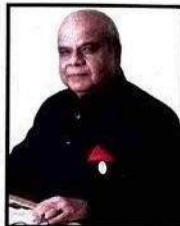
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Prof. S.C. Saxena
Pro-Chancellor



Message

It gives me immense pleasure to be associated with the three-day '**International Conference on Humanities, Social Sciences & Management' (ICHSM-2026)**, being organised by Department of HSS, JIIT, from February 26 - 28, 2026 as its patron. The sub-title '**Redefining Humanities, Social Sciences and Management in the Digital Era**' itself provides an insight into the need of understanding and redefining the essence of our existence in the 21st century. The digital revolution and the exponential growth of AI in the world today has been a boon to mankind in many ways. But it also comes with the fears and insecurities about its future dominance and diminishing human competence and relevance in the market and world at large. That is where our Department of Humanities & Social Sciences at JIIT has played and continues to play a crucial role, as the nurturing ground for building right ethos in the institution and in grooming the students as humans in the truest sense. I am proud to say that, now with the organising of a conference on such an important theme, the department has provided the right platform to the researchers, academicians and policy makers to come together and have a fruitful dialogue on various social, political, cultural and economic aspects of our global world in the new digital era and create a unified vision for mankind, which is very much the need of the hour.

I am sure that the outcome of the conference in the form of research deliberations in the domains of Humanities, Social Sciences and Management will definitely provide new ideals, fresh approach and feasible mechanisms to make the world a beautiful place to live in, where humans guided by conscience and machines functioning through AI, are partners in nurturing the Earth.

I extend my blessings and warm wishes to the organizers and participants and wish them a fruitful and grand success.

With best wishes,

Prof. S. C. Saxena

ABOUT THE CONFERENCE

The ICHSM-2026: Redefining Humanities, Social Sciences, and Management in the Digital Age is envisioned as a significant platform for scholars, researchers, industry professionals, and policymakers to explore the far-reaching impact of digital technologies on diverse fields. For the academic community, the conference will present an opportunity to engage with innovative research, adopt emerging pedagogical approaches, and build collaborative networks that transcend traditional disciplinary boundaries. From the industry's perspective, the event will offer deep insights into the evolving patterns of consumer behaviour, transformations in financial ecosystems, shifts in workplace management, and changes in regulatory landscapes.

This conference endeavors to bring unprecedented perspectives of eminent individuals on the following themes:

Track 1- Literature and Language

Track 2- Society and Media

Track 3- Economy and Rural Development

Track 4- Psychology and Human Behavior

Track 5- International and National Political Affairs, Governance, and Law

Track 6- Business, Management, Entrepreneurship and Sustainability

Track 7- Indian Knowledge System

Track 8- Digital Humanities

Track 9- NEP and Educational Reforms

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Vandita Rai

Literature and Language

Ecofeminist Narratives in the Algorithmic Age: Digital Archives, Gendered Ecologies, and the Reimagining of Literary Storytelling

Nazm Rehman & Reena Singh

Amity Institute of English Studies and Research, Amity University,
Noida

Abstract

In the twenty-first century, literary representations of girlhood are increasingly shaped by overlapping crises of ecological collapse, digital surveillance, and algorithmic governance. This paper proposes an interdisciplinary framework that brings ecofeminism into dialogue with posthuman theory to examine how contemporary speculative fiction reimagines female agency within technologically mediated environments. Moving beyond traditional ecofeminist associations of woman and nature, the study introduces the concept of algorithmic ecologies systems in which data extraction, environmental degradation, and gendered control operate simultaneously through digital infrastructures. Focusing on Marissa Meyer's *Cinder* and Naomi Alderman's *The Power*, the paper argues that posthuman girlhood emerges as a critical site where ecological vulnerability, technological embodiment, and power converge. Both texts depict female bodies that are coded, surveilled, and instrumentalized, yet capable of resisting dominant techno-patriarchal structures through alternative modes of agency. Drawing on the posthuman feminist theories of Donna Haraway, Rosi Braidotti, and N. Katherine Hayles, the paper explores how these narratives destabilise humanist assumptions of autonomy, fixed identity, and mastery over nature. Methodologically, the study employs close textual reading informed by ecofeminist criticism, posthuman feminism, and digital humanities scholarship. By situating literary storytelling within the broader context of the digital age—characterised by artificial intelligence, data capitalism, and ecological precarity—the paper demonstrates how speculative fiction reconfigures ethical questions surrounding gender, technology, and survival.

The Relevance of Migration Literature in the Present Times

Syyada Faheem & Sajidul Islam

Department of English, Aligarh Muslim University, Aligarh, Uttar Pradesh

Abstract

The last two centuries have witnessed large-scale migration across the world giving rise to Migration literature or Refugee literature. Migration literature is considered to be written either by the immigrants themselves or by others about them. The autobiographical stories or memoirs based on the first-hand experience of the immigrants or their descendants are generally considered more genuine as they narrate the unheard accounts of their trauma and dislocation which is often ignored by mainstream media and literature. It dwells upon the emotional, psychological, socio-political, cultural and economic aspects of the migrant's lives focusing on issues like alienation, abuse, human trafficking, human rights, empathy and assimilation. The research potential and scope of Migration writing expands to multidisciplinary areas like Sociology, Psychology, Gender Studies, Economics, Transnational Studies, foreign policies and so on. The paper attempts to analyze the relevance of Migration literature in the present times with reference to select autobiographies and memoirs written by migrant women. The paper explores the role of Migration literature in humanizing the Refugee crisis on one hand, and creating Global Citizens on the other. The selected texts examined in this paper include *I am Malala* by Malala Yousafzai & Patricia McCormick, *The Last Girl* by Nadia Murad & Jenna Krajeski, and *The Ungrateful Refugee* by Dina Nayeri.

The Uncanny Homeland: Dalpat Chauhan's *Homeland's* Normalization of Structural Impossibility and Caste Violence

Swapnita Mahauth & Mohammed Tausifur Rahman

Department of English and Foreign Languages, Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh

Abstract

Dalpat Chauhan's *Homeland*, set in pre-independence rural Gujarat, portrays the forced migration of a Vankar Dalit community from their ancestral village, demonstrating how caste oppression and violence transform the home into an essentially uncanny space. The novel illustrates that the psychic disturbance of its characters through trauma, fragmentation, and inescapable dilemmas, originates not from individual frailty but from unavoidable paradoxes embedded within caste structure. The prevailing perspective highlights material and socioeconomic facets of Dalit tyranny; this paradigm shifts focus towards the psychic framework that governs bondage, examining how people manage contradictory demands while remaining emotionally tied to a daunting homeland. Three psychoanalytic theoretical frameworks are used in the research to examine this psychic construct: Gregory Bateson's double bind theory, Sigmund Freud's concept of the uncanny (das Unheimliche), and trauma theory (Carthy Caruth, Dominick LaCapra). Through expanded interaction with the novel's narrative construction, the analysis shows how form itself enacts the psychological effects of structural violence. The murder of vulnerable community members, sexual harassment of women, unexplained disappearances, and the controlled denial of basic survival necessities are all normalized aspects of Dalit life rather than abnormal occurrences. These expanding acts of violence come together when Bhaga's illicit relationship with upper-caste Santok serves as an impulse for collective punishment, driving the entire community into exile and displaying how individual acts of resistance or desire have profound implications. According to this study, *Homeland* redefines the uncanny as the typical psychological state of Dalit consciousness under structured oppression.

Mythology in Fanfiction and Online Communities: The Role of Language in Online Writing Communities Reshaping Mythological Retellings

Pratishtha Mishra & Monali Bhattacharya

Department of Humanities & Social Sciences, Jaypee Institute of Information Technology, Noida, Uttar Pradesh

Abstract

The media of fanfiction has become a dynamic site of cultural reconfiguration, and on the web, writing communities actively reconstruct the narrative of inherited identities using new linguistic approaches and collective meaning-making. As the digital spaces expand the opportunity for participatory storytelling, mythological retellings are increasingly moving beyond text-based boundaries. The stories are becoming living and shaped by collective authorship. The study explores the way language performs both a creative and social function in these communities, enabling writers to rebuild mythic characters and undermine canonical authority. It incorporates different cultural, psychological and ethical perspectives. This research utilizes examples from popular fanfiction spaces such as *Archive of Our Own*, *Wattpad* and *Tumblr writing circles* to describe how writers take into account stylistic experimentation, multilingual blending, intertextual references, and modern idioms to reconstruct mythological figures in contemporary contexts. These linguistic practices are a form of “vernacular myth-making” in which ancient stories are translated into accessible, emotionally resonant forms that reflect the present, politics, and moral perceptions of the world. Adding more to this process is the collaborative nature of online writing communities. The beta-reading, comment threads, prompts and challenge events foster an environment that involves language conversations, refinement, and collective validation by the exchange of words. The paper argues that fan fiction not only teaches mythology but also liberates it. This study considers these linguistic and communal constraints of fanfiction as an important modern forum in exploring how collective creativity changes mythological heritage in the digital age.

**From Myth to Modernity: Reimagining the Indian Woman in
Chitra Banerjee Divakaruni's *The Palace of Illusions*, Bharati
Mukherjee's *Wife* and Bharti Kirchner's *Goddess of Fire***

Tulika Ghosh

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Abstract

For centuries, the Indian woman has been defined by other people. She has been depicted as a mythological goddess, a dutiful daughter, a guardian of tradition, or a modern cosmopolitan citizen. But her own voice, her inner world of desire and conflict, has too often been silenced by these external definitions. Indian women writers today are rewriting this silence, reclaiming stories that were never really hers and laying bare the Indian woman as she really is. This paper examines the way three authors render Indian womanhood alive at various points in time and space. The study explores Chitra Banerjee Divakaruni's *The Palace of Illusions*, Bharati Mukherjee's *Wife*, and Bharati Kirchner's *Goddess of Fire* in which women are attempting to discover who they are as they grapple with family obligations, their own desires, and the ongoing push and pull between duty and autonomy. Divakaruni provides Draupadi an opportunity to finally speak her own tale of the *Mahabharata*, transforming ancient legend into an intensely personal journey of self-discovery. Mukherjee leads us into darker territory of the mind of a woman unraveling bit by bit, between the traditions that had formed her and a new land where she feels completely lost. Kirchner introduces us to a kinder revolution: her heroine gains freedom not through disavowal of tradition but through immersion in art and faith, learning that she doesn't have to forsake being devoted in order to be herself. With feminist theory combined with Indian ideas such as Shakti, the sacred feminine power and Prakriti, creativity energy, the study outlines an interesting trend: these women are not waiting any longer to be saved or told what they are by anyone else. They're taking their power and authoring their own tales. Through applying feminism to age-old stories, these authors demonstrate for us that Indian women's voices, no matter old or new still offer vital truths about identity and survival.

Reclaiming Brinda: Intersectional Feminism and Anti-Caste Cinematic Aesthetics in Aparna Sen's *Ghare Baire* Aaj (2019)

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Abstract

Rabindranath Tagore's *Ghare Baire* (1916) has long served as a notable text for understanding the gendered narrative of the Indian nation. However, Aparna Sen's 2019 adaptation, *Ghare Baire* Aaj, radically disrupts this narrative by shifting the protagonist from Bimala, an upper-caste woman to Brinda, a Dalit woman. This paper analyses this shift through an intersectional feminist lens, drawing on frameworks of critical caste studies and theories of the cinematic gaze to interrogate the construction of the marginalised female body in modern visual media. An intersectional feminist framework would be adopted that treats caste and gender not as additive categories but as interlocking systems of oppression that simultaneously shape women's lived experiences and social positioning. Through close textual analysis of key scenes, the paper examines how specific cinematic techniques like camera positioning, costume, spatial framing, embodied performance, and sound design function as anti-caste practices. The analysis reveals that scenes depicting her education and aesthetic transformation prioritise a dominant, upper-caste gaze, reducing her to a site of ideological debate rather than an autonomous subject. By analysing how Brinda's agency, autonomy, and consciousness are cinematically represented, this research illuminates how contemporary cinema can intervene in both patriarchal and caste structures simultaneously.

The Monstrous Psyche: A Psychoanalytic Study of the Human Brain, Desire, and Fear in *Sweet Home* by Kim Carnby and Hwang Young-chan

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Abstract

This paper investigates the intricate interplay between the human mind, desire, and fear through a psychoanalytic reading of *Sweet Home*, the globally acclaimed Korean webtoon by Kim Carnby and Hwang Young-chan. Grounded in Freudian and Lacanian frameworks, the study posits that the monstrous figures in *Sweet Home* function as symbolic manifestations of the characters' unconscious drives. The narrative externalizes suppressed desires, unresolved childhood trauma, and latent anxieties as grotesque creatures, thereby converting internal psychological conflicts into tangible horror. Methodologically, this research employs close textual and visual analysis, supported by psychoanalytic concepts such as the id-ego conflict, repression, the death drive, and symbolic lack. This framework facilitates an exploration of trauma, guilt, social alienation, and survival anxiety within a contemporary digital context marked by isolation and overstimulation. Findings reveal that *Sweet Home* conceptualizes monstrosity primarily as a psychological phenomenon rather than a supernatural one. Characters undergo transformations when repressed desires overwhelm moral consciousness, highlighting the fragility and instability of human identity. The narrative demonstrates that fear becomes monstrous when inner wounds remain unaddressed, and desire turns destructive when unmoderated by social or ethical constraints. The originality of this study lies in its fusion of psychoanalysis with digital narrative studies, positioning *Sweet Home* as more than a horror story—it serves as a psychological map of modern human conditions, exposing how internal anxieties and desires shape perceptions of monstrosity.

Cognitive Logic and Narrative Voice in Mark Haddon's *The Curious Incident of the Dog in the Night-Time*

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Abstract

The representation of cognitive disability often oscillates between external narration, marginalisation and silence. By putting Christopher Boone, a teenager with a cognitive disability, at the center of the narrative voice in Mark Haddon's 2023 novel *The Curious Incident of the Dog in the Night-Time*, Haddon disrupts this tendency. The paper examines 'how Christopher's first-person narrative, which is structured through logic, pattern and precision, challenges literary aesthetics and redefines the potential of voice and agency in fiction, introducing storytelling techniques that will intrigue and engage the readers. The study examines how Haddon's text reworks conventions to accommodate non-normative cognitive expressions based on David T. Mitchell and Sharon L. Snyder's theory of Narrative Prothesis (2000) and Tobin Seibers' concept of Disability Aesthetics (2010). Aesthetic strategies like Christopher's reliance on mathematical order, insistence on literalism and rejection of metaphor are not just personal character traits but more they are intentional choices that disrupt conventional ideas of coherence, emotion and realism and emphasise cognitive difference as a site of stylistic innovation. By closely analysing the text, the paper argues that Haddon's book shifts the focus from disability as a deficiency to a narrative asset, compelling readers to think about a different logic of storytelling. By doing so, it broadens the ethical framework for representing disability in literature, as well as underscores the importance of narrative form in shaping the perceptions of cognitive disability. The research actively contributes to the interdisciplinary conversation among disability studies, narrative theory and contemporary British fiction by emphasising Christopher's voice as a literary device and cultural statement. This underscores how cognitive differences transform story structure and contribute to wider discussions in disability studies and narrative theory.

Reimagining Authorship: The Question of Creativity in AI-Generated Literature

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Abstract

The rise of artificial intelligence and machine learning models capable of producing poems, stories and novels has brought the long-debated concept of authorship into renewed focus. Traditionally, the author has been understood as the originator of meaning — a conscious creative subject whose individuality and intent give a text its uniqueness. However, with the emergence of AI-generated literature, this human-centered paradigm faces serious challenges. This paper explores the philosophical and ethical implications of AI as a creative agent. It interrogates how concepts like originality, intentionality, authorship and ownership are transformed when creativity becomes algorithmic. Drawing on critical frameworks from poststructuralism and posthumanism, the research endeavours to analyse how AI destabilizes the very foundations of literary production. It further incorporates comparative and reader-response analyses to understand stylistic variations and perceptions of authenticity between human and machine-created texts. Ultimately, the paper aims to redefine the idea of authorship in an age when creativity is no longer the exclusive domain of human consciousness but a collaborative, distributed process involving humans, algorithms and data.

Signs, Stories, Screens, and Perceptions: Peircean Triadic Analysis of Children's Literature and Cyberculture

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Abstract

Children's literature has witnessed a dramatic evolution from the oral tradition, printed books to the current age of digital multimedia and cyberculture. Digital storytelling blends animation, sound, touch, and interactivity, leading to dynamic experiences, especially amongst children who use it not just for entertainment but also for educational purposes. This study aims to explore digital storytelling in cyberspace as a new form of children's literature, particularly YouTube animated educational series. This research will inspect and evaluate significant sign moments from the YouTube animated educational series '*Ubongo Kids*' episodes and study its impact on indicators such as child agency, diversified representation, participation outside the screen to the factual reality, and global reach through content-based analysis with Peirce's Triadic Model of semiotics (sign, object and interpretant), cyber semiotics and children's literature studies as a theoretical framework. To complement this analysis, the study shall also focus on understanding parental perceptions through a questionnaire-based survey on the effects of cyberculture on children's identity, creativity, life skills, behaviours, and confidence. The result aims to understand children's digital literature and cyberculture and make suggestions for parents, educators, and content creators for designing relatable, meaningful, and inclusive content.

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Climate Change, Environmental Activism and Virtual Reality: How AI can enhance interest in Green Literature

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Abstract

In the age of AI, if educators wish to remain relevant, then they need to transform their classrooms into vibrant, exciting spaces, where learning would be engaging, interactive and hands-on. This is especially true of subjects that may apparently seem uninteresting, or not glamorous enough to retain the attention of students. Take for example the subject of environment, climate change and necessary action needed to fix this crisis. AI could prove very helpful here by transforming a drab and boring lecture into an immersive, interactive, and personalized experience that can foster emotional connections and promote action. There are several ways in which AI can enhance environment education. Interactive and Immersive Storytelling through Virtual Reality (VR) and Augmented Reality (AR) experiences: AI can power VR simulations that transport readers into the ecosystems described in the literature (e.g. a forest, a garbage patch), where students can witness environmental challenges and conservation efforts first hand. AI can help create games where readers' choices impact the story's outcome or the health of a virtual ecosystem, fostering a sense of personal responsibility and engagement. Generative AI can turn text descriptions into engaging visuals, videos, and soundscapes, making complex ecological concepts more accessible and impactful. AI can recommend additional resources, relevant articles, or local conservation initiatives based on the student's engagement patterns and stated interests, deepening their involvement. Thus, AI can transform classrooms into virtual spaces to create interest in environmental issues and encourage green activism, much more effectively and efficiently than a plain and simple lecture could. This paper aims to look into ways and means by which virtual reality and augmented reality can enhance the art of immersive and interactive storytelling, thereby encouraging effective teaching and learning.

Inclusive Language in Disability Education: A Cross-Cultural Review

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Abstract

This review synthesizes research on “Comparative analysis of inclusive language practices in teaching disability across various educational systems and cultures” to address variations and challenges in linguistic and pedagogical approaches shaping disability education globally. The review aimed to evaluate inclusive language practices, benchmark culturally sensitive approaches, identify cultural and policy influences, compare impacts on student outcomes, and deconstruct prevailing disability language models. A systematic analysis of 50 international studies employing qualitative, quantitative, and mixed methods from diverse geographic and cultural contexts was conducted. Findings reveal persistent tensions between medical and social disability language models influencing inclusion strategies; significant cultural and linguistic factors shaping language preferences and pedagogies; inconsistent policy integration with frequent implementation gaps; and diverse pedagogical adaptations emphasizing culturally responsive, asset-based, and multilingual approaches. Inclusive language correlates with reduced stigma, enhanced engagement, and improved educational outcomes, yet systemic barriers and limited teacher preparation constrain effectiveness. These findings converge to underscore the complexity of fostering culturally sensitive, policy-aligned, and pedagogically sound inclusive language practices. The review highlights the need for comprehensive policy enforcement, expanded teacher training, and integration of intersectional and decolonial frameworks to advance equitable and culturally responsive disability education worldwide.

Perpetuating Trauma through Power: Examining Hegemonic Forces in George R. R. Martin's *A Song of Ice and Fire* and their Resonance in Digital Human Behaviour

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Abstract

This paper examines the complex interplay of hegemonic power, trauma, and human behaviour in George R. R. Martin's *A Song of Ice and Fire*, situating the analysis within contemporary psychological discourse and the digital age. While existing scholarship frequently addresses medievalism, political dynamics, and narrative complexity, the psychological consequences of trauma have not been sufficiently theorized. This study draws on trauma theory, cultural psychology, feminist criticism, and media studies to investigate how Martin's fictional world constructs physical, psychological, and institutional trauma. Central to this inquiry are the mechanisms of gendered violence, hegemonic masculinity, and authoritarian power that shape the lived experiences of characters while revealing the structural nature of suffering in Westeros and Essos. The paper further extends this analysis into the digital sphere, exploring how online fan cultures and participatory communities engage with, reinterpret, and negotiate these trauma-laden themes. Digital platforms serve as active spaces where readers and viewers process moral conflict, express emotional responses, and engage in collective dialogue. These digital behaviours reflect broader psychological patterns, the study positions *A Song of Ice and Fire* as both a narrative site of trauma and a reflective cultural lens. It argues that the series allows modern audiences to examine the complexities of suffering, authority, resilience, and moral ambiguity in ways that intersect with their real-world experiences and digital practices. Addressing gaps this paper ultimately calls for deeper engagement with the affective, ethical, and behavioural dimensions of trauma within both the fictional universe and its expansive digital reception.

Digital Archiving and Preservation of Literature: Mythic Intertexts as Cultural Repository of Postcolonial Narratives

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Abstract

The role of mythic intertextuality in postcolonial fictional writing is well established as a linguistic strategy in its narratives, challenging the colonial historiography by reclaiming indigenous culture. This paper attempts to analyze the “mythos-allusive” technique as a linguistic metaphor and how it also becomes a cultural archive of postcolonial narratives. The study situates the mythic-intertextual references as preserving civilizational memory to build a dialogic exchange of historical remembrance. By locating intertextuality through postcolonial narratives as a symbol of a living archive of mythic consciousness, this paper illuminates how literary analysis preserves cultural consciousness. Another focus is to show how digital archives are crucial sources in the preservation of such postcolonial fiction and its narrative to ensure its cultural continuity. The descriptive textual analysis method is used to analyse Salman Rushdie’s *Midnight’s Children* (1981) and Akshat Gupta’s *The Hidden Hindu* (2022). Both novels uniquely reconfigure and incorporate a mythos-allusive framework not as an escapist fantasy but depicting symbolic density and semantic layering, as the fictional space of these novels becomes a landscape for negotiating colonial history, cultural memory, and national realities, respectively. The analysis of this contributes to understanding mythic intertextuality as a linguistic metaphor representing voices of post-cultural memory. The paper further reveals how digital archives play a crucial role in the preservation and promotion of decolonizing voices in this digital age. This paper contributes to building a broader perspective about how digital archives help in the creation of indigenous interpretive ecosystems where history, mythology, and culture merge.

Beyond the Human Writings: Machine Learning and the Evolution of Authorship.

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Abstract

Literature, from its origins, i.e. from the invention of the writing system in ancient Mesopotamia, to medieval literature and modern one, is written by authors and poets singlehandedly, with their own mindset and values. But the present-day scenario brings a clear shift from humans to AI as it is clearly evident that machine learning and Artificial Intelligence is continuously expanding its place as well as value in the modern era. This research aims to calculate possible risks of establishing ML and AI as authors for literary productions, as well as correct methods of integrating AI with human writings to make the text more authentic, as the qualities possessed by humans, such as sympathy, empathy and emotions helps to connect a reader to the author rapidly. The study is done in both qualitative and theoretical frameworks, from digital humanities and posthumanism, to know about technology's relation with creativity of an individual. This research clearly indicates that AI and ML has transformed literary creativity, but rather than replacing human characters, it should be used as a collaborative agent, so that it could support writers with new ideas as well as linguistic patterns. Also, some points are mentioned below that show actual findings of this research. Both human and AI are able to write proficiently, but following writing ethics, by showing appropriate emotions can only be done by human writers. AI can be proven effective for co-authorship and the 'creation' of content by this co-authorship can be proven to be beyond human imagination. Language models drastically use patterns, as per the command, that reduces genuine emotional depth. Overall human interference is important- Although human interference isn't needed in technological fields, Human interference supervision is indeed required in producing good literature.

Locating the Indian Disabled Woman at the Centre of Critical and Feminist Disability Studies

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Abstract

This paper brings together Critical Disability Studies (CDS) and Feminist Disability Studies (FDS) to explore the layered marginalization experienced by Divyang (disabled) women in India. Using narrative-driven primary data alongside existing scholarship, it analyzes how disability intersects with caste, gender, religion, and socio-economic location to create compounded discrimination. Through qualitative examination of personal accounts, the study highlights key structural barriers in accessibility, education, employment, healthcare, and public representation. It argues for the need to ground disability discourse within India's specific cultural and social contexts, advocating for an inclusive political framework and a more accurate portrayal of disabled women's lived realities. Additionally, the paper contributes to ongoing efforts to decolonize and broaden global disability and feminist knowledge systems, thereby restoring agency to Divyang women and their narratives.

Material Development for Culturally Responsive English Language Receptive Skills Enhancement among Indigenous Learners

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Abstract

Indigenous learners in rural India face a critical pedagogical gap in their English language classrooms. The prevalent teaching materials rarely reflect their cultural identities, languages and lifestyle. This study presents a quasi-experimental study examining culturally responsive teaching material to enhance English language receptive skills of eighth grade indigenous learners. The study synthesizes Brian Tomlinson's material development principles with Geneva Gay's culturally responsive pedagogy (CRP) to create context-specific materials targeting listening and reading comprehension. The material development framework adheres to Tomlinson's five complementary principles: (1) localization over global standardization; (2) text-driven rather than syllabus-driven approaches; (3) affective engagement and aesthetic experience; (4) authentic input with realistic communicative contexts; and (5) learner autonomy coupled with critical consciousness development. The research employed validated assessments of receptive skill development, examining quantitative gains over a period of eight weeks. It was found that receptive skill development among indigenous learners proves most efficacious when materials prioritize authentic narratives reflecting indigenous perspectives, incorporate culturally provocative texts employing familiarization strategies, and position learners as active co-creators of linguistic and cultural knowledge rather than passive consumers of predetermined curricula. The results demonstrate that integrating Tomlinson's principles of meaningful text selection, learner engagement, and multidimensional processing with Gay's emphasis on cultural caring, communication validation, and community-building creates a powerful framework for enhancing English language reading and listening comprehension among marginalized indigenous learners.

The Voice of Command and Connection: A Narrative Review of Communication in Leaders

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Abstract

The research explains the shift from transmission model to constructionist model of leadership communication through a narrative review. Through this paper we will explore that a leader's voice such as communicative presence is the primary driver of organisational culture. Through this review, we will investigate interpretation and its mechanics about how leaders use their communication to manage complexity and build resilience. The study employs narrative review methodology, bringing together literature from management and communication studies. The review emphasizes foundational theories like Leader-Member Exchange (LMX) and Transformational Leadership and draws upon recent qualitative and quantitative research from the last ten years. This approach takes the latest technology into account for its analysis of the change to asynchronous and dialogic feedback loops. The study also observes an important shift in leadership which is that contemporary effectiveness is not merely dependent on clarity of message but is also characterised by the ability to enable empathetic listening and transparency. The key findings allude that during tumultuous times, transparency is the main driver of institutional trust. This reveals two significant gaps: an absence of communication strategies in non-Western cultures and an inability to understand the long-term effects of asynchronous digital leadership. In conclusion, it provides a distinct combination of strategic clarity, "ear-to-the-ground" empathetic listening and a roadmap for leaders to manage the particular communicative demands of the hybrid workplace of the 21st century.

From Super toys to Sentient Souls: Adaptation, Posthumanism and the Ethics of Teaching a Machine to Love in *A.I. Artificial Intelligence*

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Abstract

Directed by Steven Spielberg, *A.I. Artificial Intelligence* depicts David, an android adopted to fill his family's emotional void after their ill son's death. Programmed to love, he bonds with Monica and embarks on a quest to become a 'real' boy to regain her affection, encountering machines, human cruelty and advanced future beings. This paper explores emotional intelligence, ethics, artificial consciousness and environmental collapse, analysing the film as a critical text at the crossroads of literature, digital humanities, psychology, political ethics and NEP-aligned pedagogy. Focusing on David, the 'mecha' android, it examines how human traits are embedded in machines and what this reveals about identity, agency and empathy in the digital age. Using Adaptation Theory and Posthumanism, the study traces the transformation from Aldiss's short story, with its ironic tone and unresolved ending, to Spielberg's visually rich, emotionally immersive quest narrative. It argues that adaptation is a process of interpretive transformation rather than literal reproduction. From a Posthumanist perspective, David challenges anthropocentric notions of personhood, raising questions about the political/ ethical dimensions like rights of sentient beings, abandonment ethics and cultural anxieties over posthuman futures. Comparative narrative analysis considers David's speech patterns, emotional vocabulary and affective behaviour, viewing the film as both a literary artefact and a technological prophecy. The paper also addresses the pedagogical potential of comparative media study, aligned with NEP's emphasis on empathy, ethics and media literacy and briefly situates the film within broader philosophical traditions and reflections on consciousness and desire.

इक्कीसवीं सदी के विशेष कवियों प्रतिभा चौहान और निर्मला पुतल की हिंदी कविताओं में ग्रामीण
बोध एवं लोक संस्कृति : एक अनुशीलन

वंदना नौटियाल एवम् निधि उप्रेती

माया देवी यूनिवर्सिटी, देहरादून, उत्तराखंड

प्रस्तावना:

जीवन दशाओं से लेकर भाव दशाओं और वैचारिकता में परिवर्तन की दृष्टि से इक्कीसवीं सदी मानव सभ्यता के विकास की दृष्टिकोण से सर्वाधिक गतिशील माना जा सकता है। इस समस्त गतिशील परिदृश्य में लोक जीवन और ग्रामीण बोध ने अपने पारंपरिक स्वरूप को सुरक्षित रखने की चुनौती के साथ आत्मसात किया है। उदाहरण स्वरूप देखें तो भारतीय समाज मध्यकाल तक मुख्यतः कृषि पर आधारित था तो आधुनिक काल में उद्योगों के बढ़ने के कारण लोगों का तेजी से विस्थापन शहरों की ओर हुआ। यह सर्वविदित है कि आधुनिकीकरण के कारण गांवों से शहरों की ओर पलायन अथवा विस्थापन को प्रोत्साहन मिलता गया। लोगों का तेजी से विस्थापन एक तरह से अपनी संस्कृति से विस्थापन था। लोग शहरी जीवन को आत्मसात तेजी से करने लगे। इस आधारभूत सामाजिक परिवर्तन के आगामी परिणाम इक्कीसवीं सदी तक आते-आते भारतीय समाज की पहचान समझी जाने वाली ग्रामीण बोध व लोक संस्कृति और अधिक पिछड़ी हुई प्रतीत होने लगी। तेजी से बढ़ता हुआ बाजारवाद व भूमंडलीकरण ने ग्रामीण जीवन और लोक संस्कृति को खूब प्रभावित किया। इसके साथ ही साथ इक्कीसवीं सदी की शुरुवाती दौर में इंटरनेट का तेजी से विकास ने ग्रामीण जीवन को अपनी चपेट में लिया। अतः ग्रामीण जीवन का रहन-सहन, खान-पान, कपड़ा-लता आदि सबकुछ ग्लोबल होने लगा। अतः सूचनासंचार एवं तकनीक का प्रभाव इतना व्यापक हो गया कि नगर की आखिरी छोर पर स्थिति गांव को भी अपनी चपेट में ले लिया, जो गाँव, -समाज कल तक अपनी संस्कृति और लोक के लिए जाना जाता था। आज वही ग्रामीण जीवन अपनी संस्कृति, रहन-सहन और धार्मिक मान्यताएं खतरे में जाते देख पा रहा है।

Folk Knowledge and Ecological Survival in Amitav Ghosh's *The Hungry Tide*

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Abstract

Amitav Ghosh is one of the finest Indian writers who majorly writes about Ecology, Diaspora, Migration, Displacement, Nation and nationalism etc. Along with this he also critiques the western knowledge of rationality by narrating Indigenous knowledge system in most of his novels like *The Circle of Reasons*, *Calcutta Chromosome* etc. Similarly, his fourth novel *The Hungry Tide* which is set against the background of a large mangrove forest, the Sundarbans in Bay of Bengal critiques the western knowledge system that intervenes in the ecology of Sundarbans. There are many instances mentioned in the novel where the local knowledge challenges the western ideas and incorporation of western ideas ultimately destroys the whole ecology of Sundarbans. This paper examines Amitav Ghosh's *The Hungry Tide* through Walter D. Mignolo's concept of the "geopolitics of knowledge" to explore the conflict between Western rationalist epistemology and indigenous knowledge systems represented by the folktale of *Bon Bibi*. The paper argues that Ghosh critiques the Western tendency to dismiss non-scientific forms of knowledge as superstition and instead affirms the legitimacy of local, non-European epistemologies grounded in specific ecological and cultural realities.

Mythical Narratives and Inner Awakening: An Indian Philosophical Inquiry into Devdutt Pattanaik's Works

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Abstract

This study presents a distinctive interpretative approach to Devdutt Pattanaik's mythological retellings by examining them as tools of spiritual reflection and inner transformation. While much of the existing scholarship approaches Pattanaik's works through sociocultural, historical, and gender-based perspectives. This paper adopts a symbolic-philosophical framework rooted in Indian metaphysical traditions such as Vedanta, Yoga, and Buddhism. Within this framework, Pattanaik's narratives are explored not merely as mythic retellings, but as reflective spaces that facilitate self-inquiry and existential insight. The study contributes to an emerging yet underrepresented discourse that understands myth as a form of spiritual-psychological engagement within contemporary Indian consciousness. By interpreting myth as a mirror of the inner self, the paper reaffirms the continuing relevance of ancient wisdom traditions in addressing modern dilemmas of identity, purpose, and inner dissonance.

Teaching Literature to Engineering Students in ESL Classrooms: A Reflective Application of Bloom's Taxonomy

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Abstract

In Indian higher education, literature courses provided as electives to B.Tech students in ESL contexts often encounter difficulties with learner motivation, language proficiency, and their relevance to technological fields. This paper offers a reflective pedagogical examination of the utilization of Bloom's Taxonomy as a framework for teaching literature to undergraduate engineering students. Based on the classroom experiences of the authors of this paper, the study utilizes a reflective, practice-oriented methodology. The paper analyses how Bloom's Taxonomy & cognitive levels can be used to organize literature lessons, starting with basic understanding of texts and going up to higher-order skills like analysis, evaluative and creative response. Literary texts were taught through well planned classroom activities that encouraged students to think and critically engage with the material. A reflective review of lesson design and classroom interactions indicates that Bloom's Taxonomy offers a structured framework for engaging technically oriented learners with literary works. The study highlights a pedagogical transition from teacher-centered instruction to a facilitative learning environment, wherein students are encouraged to link literary themes with contemporary challenges, personal experiences, and professional contexts. The research posits that integrating literary instruction within a cognitive framework akin to outcome-based education promotes learner engagement and renders literature more accessible and significant for engineering students. The paper concludes by providing practical suggestions for ESL educators instructing literature in interdisciplinary environments.

Climate Crisis in Speculative Young Adult Fiction: An Ecocritical and Close Textual Study of Lauren James's *Green Rising* and Sarah Crossan's *Breathe*

Anshika & Ekta Srivastava

Humanities and Social Sciences, Jaypee Institute of Information
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Abstract

The paper examines how speculative Young Adult fiction uses imagined and heightened settings to subtly present the pressing real-world concerns, particularly the climate crisis. Although speculative fiction is often associated with fantasy and unreal worlds, this study argues that such narratives engage closely with contemporary environmental issues by projecting their consequences into speculative futures. Focusing on Lauren James's *Green Rising* and Sarah Crossan's *Breathe*, the paper explores how speculative narratives parallel real-world climate anxieties within fictional worlds set in environments where nature has been severely damaged. The study employs ecocriticism along with close textual reading to analyze how these texts reframe climate crisis through speculative elements, demonstrating the interplay between narrative, characterization, and environmental representation. A significant focus of the paper is the representation of youth as central figures of survival, resistance, and hope. In speculative Young Adult fiction, young protagonists are often positioned as potential saviors of the planet. By placing young characters at the center of ecological action, these narratives foster a sense of responsibility, awareness, and empowerment among young readers, highlighting the potential for youth-led engagement with environmental issues. The paper ultimately demonstrates how speculative Young Adult fiction parallels real-world climate issues within imagined futures, using fantasy not as escape but as a meaningful narrative strategy to engage with environmental crisis. Through its analysis, the study highlights the genre's role in shaping ecological awareness and emphasizes the importance of youth involvement in addressing climate change by translating environmental concerns into stories that are both accessible and compelling.

Crip Voices in a Digitized World: Disability and Posthuman Embodiment in *Machinehood* and *No One Is Talking About This*

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Abstract

The paper explores how techno-cultural fiction redefines disability, care and posthuman embodiment in S.B. Divya's *Machinehood* (2021) and Patricia Lockwood's *No One Is Talking About This* (2021). The study focusses on three objectives: to analyse how digital infrastructures and networked spaces represent disability, to investigate how these novels disrupt neoliberal ideas of productivity, optimization and autonomy at last to investigate how care and relationality arise in narratives infused with technology. By highlighting disability in cyberculture, the paper seeks to present new visions that defy conventional techno-futures. The methodology employs comparative textual analysis and close reading, guided by contemporary critical frameworks such as crip futurism (Sunaura Taylor, Sami Schalk, Alison Kafer), new materialism (Mel Y. Chen's work on interdependency) and affective techno cultures (Sara Ahmed's recent work on emotion and digital life). This framework allows in depth examination of narrative strategies that represent bodily differences in relation to digital power structures, emotional surges and connected identities. The study reveals that *Machinehood* challenges tech enhancement and digital productivity by portraying bodies resisting perfection, emphasizing on the danger for those outside normative techno-bodies. *No One Is Talking About This* portrays the emotional toll and requirement of caregiving, it illustrates how disability interrupts and transforms digital consciousness. Both novels reject the dominant cyberculture narratives that relate efficiency with value and autonomy with agency. The paper concludes that contemporary fiction can produce disability awareness through posthuman imaginaries reclaiming relationality, vulnerability and interdependency as vital for living.

Algorithmic Aesthetics: AI, Fashion and Identity in the Indian Digital Economy

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Abstract

‘Over the past decade, artificial intelligence (AI) has become a constitutive force in shaping how fashion, beauty, and identity are produced and circulated across digital platforms. This paper examines the emergence of algorithmic aesthetics in India’s expanding digital economy, focusing on how AI-driven recommendation systems, virtual try-on technologies, and social-media feeds regulate aesthetic visibility and self-representation. Drawing on Michel Foucault’s notion of power/knowledge and Jean Baudrillard’s theory of simulacra, the study argues that algorithmic systems have transformed Indian fashion consumption from a site of creative expression into a mechanism of data-driven normalization. Using empirical evidence from recent platform deployments—Myntra’s “Style Genius,” Nykaa’s augmented-reality (AR) beauty tools, and Instagram’s algorithmic curation, the article demonstrates how AI systems operate as aesthetic infrastructures that discipline user behaviour, privilege homogenized global styles and convert cultural self-expression into monetizable data. The discussion situates these processes within broader frameworks of surveillance capitalism, data colonialism, and posthuman subjectivity. By synthesizing critical theory with empirical research (2020–2025), the paper contributes to the growing literature on algorithmic governance and digital fashion studies, proposing that algorithmic aesthetics constitute a new regime of cultural production wherein seeing, styling, and being seen are simultaneously acts of self-branding and algorithmic compliance.’

A Critical Posthuman Reading of Techno Culinary Politics in Lavanya Lakshminarayan's *Interstellar MegaChef*

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Abstract

Interstellar MegaChef (2024), a sci-fi novel written by Lavanya Lakshminarayan. The novel transcends the typical space-opera narrative, exploring the profound connection between food, technology, and identity. This research paper synthesises Gastrocriticism and Critical Posthumanism to critically examine the "techno-semiotic" battlefield where the biological past of Earth and the digitised future of the planet Primus intersect. The narrative follows Saraswati Kaveri, an underdog chef from Earth, as she navigates a high-stakes galactic cooking competition. Through her journey, the novel deconstructs the traditional definition of "the human" by placing the act of cooking at the centre of a post-anthropocentric evolution. The paper employs Gastrocriticism to map the "imperial palate" of the planet Primus. In the novel's universe, Primus exerts soft power through culinary standardisation, where "civilised" food is defined as sterile, synthesised, and digitised infusions. Earth's traditional cooking—characterised by fire, soil, and biological ingredients—is dismissed as primitive and "unclean." The paper then shifts toward Critical Posthumanism to examine the kitchen as a "posthuman assemblage." Drawing on the theories of Rosi Braidotti and Donna Haraway, the paper analyses the transition from the kitchen as a domestic space to a high-tech laboratory where the chef's body and the "flowmetal" cookstations form a cyborgian entity.

Psychology and Human Behavior

Event-Aware Analysis of Herding in India's Equity Market: Evidence from the Nifty 50 Using CSAD & CSSD approaches

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Abstract

The research investigates how Indian stock prices behave during volatile market days by studying whether investors follow the crowd or make independent decision-making. Market participants show herding behavior when they follow the same investment pattern which causes stock returns to cluster together with market movements, and decreases cross-sectional dispersion instead of staying dispersed. This research examines daily Nifty 50 company closing prices from 2015 to 2025 years to identify market herding events while distinguishing between extreme market conditions and actual volatile periods. This study employs two dispersion-based metrics which can be easily implemented for empirical analysis. The CSAD (Cross-Sectional Absolute Deviation) metric calculates the average absolute difference between stock returns and market returns to detect investor clustering behavior through its response to market movements. The CSSD (Cross-Sectional Standard Deviation) measure shows stock return distribution patterns through equal-weighted mean calculations and its compression during market movements indicates investor herding behavior. The research investigates standard nonlinear market move dispersion relationships through CSAD and CSSD models which we test across all available data and major news events from India and worldwide. The research demonstrates that herding behavior in India occurs in specific time periods which depend on market conditions. The analysis of Nifty 50 data from the past decade reveals distinct herding events during the COVID-19 pandemic, Demonetisation, Adani-Hindenburg case and Russia-Ukraine war but normal market conditions maintain their typical dispersion levels and even on extreme market days herding behavior was not detected. The research adopts a ten-year event-based design and uses straightforward dispersion metrics that can be readily implemented using standard statistical tools such as R.

Anthropomorphism: Exploring Determinants, Dynamics, and Measurement in the Perception of Human-like Traits in Non-Human Agents

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Abstract

Anthropomorphism, the tendency to attribute human-like qualities to non-human entities, is a well-documented phenomenon in human–computer interaction (HCI). It appears in the way people talk to their voice assistants, name their robotic vacuum cleaners, or describe an artificial agent as “friendly” or “sad.” This paper aims to develop a comprehensive conceptual framework that explains how, why, and when people perceive robots and agents as human-like. By reframing anthropomorphism as a dynamic socio-cognitive phenomenon rather than a fixed design outcome, the study addresses a critical gap in HCI research. Understanding this process is significant because anthropomorphism directly influences usability, trust, long-term engagement, and the ethical design of human–robot interaction systems. The approach taken in this work is theoretical and integrative. Instead of reporting a single empirical study, it synthesizes findings across social psychology, cognitive science, neuroscience, and human–robot interaction research. By bridging insights from psychology, neuroscience, and robotics, the framework offers a foundation for future interdisciplinary studies. It encourages researchers to move beyond checklist approaches and examine anthropomorphism as an evolving interactional process. In summary, this paper contributes a conceptual roadmap that unifies theoretical perspectives and provides actionable insights for design, measurement, and ethics in HCI. By treating anthropomorphism as a layered, dynamic process, it advances our ability to create technologies that are not only more relatable and engaging but also ethically and socially responsible.

Measurement of Employee Engagement: A Review of Scales

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Abstract

To measure employee engagement organizations have adopted, adapted, constructed, or developed the scale and, in turn, use it to serve as guidelines for making policies and strategies related to the enhancement of employee engagement. Nowadays, it is becoming a matter of increasing and sustaining employee engagement to cut down absenteeism, turnover intentions, and enhance job performance, in addition to increasing employee well-being. The purpose of this paper is to review the existing scales on employee engagement by looking into their dimensions, definitions, and uses in other studies and compile the various scales in one place. The given study follows a systematic review approach, synthesizing scholarly contributions and validated instruments. Collected secondary data sources included academic journals and relevant publications. Scales included in these studies are the Gallup Q12, UWES, Job Engagement Scale by Rich et al. (2010), Saks' (2006) dual-dimensional model (job and organization engagement), May's psychological engagement scale (2004), and the ISA Engagement Scale (Soane et al., 2012). The review shows that engagement is measured by different scales- employee engagement, work engagement, and job engagement - along with different dimensions, which are primarily anchored in Kahn's 1990 psychological conditions for engagement. Schaufeli et al.'s UWES is one of the most widely used scales for work engagement, while the Gallup Q12 remains within the corporate sector. We also display studies in which these scales were used with their underlying approaches, reliability value, and definitions. This study analyzes the available employee engagement scales for their similarities, shortcomings, and integrates studies using these scales until 2018. It provides a relative assessment and collects the scales at one place.

Role of Digital Interventions in Promoting Mental Health of Adolescents: A Systematic Review

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Abstract

There are findings that mental issues among adolescents have reached a critical point globally. At the National Level, India has recognized adolescent mental health as a public health priority. In the era of Digitalization, different age groups are using their own abilities to use technological interventions for various health issues. Digital health interventions are tools and activities, such as mobile applications, that help reduce and track health problems to promote healthy behaviours. This Study aims to systematically review recent literature to understand the role of Digital interventions in promoting mental health and helping adolescents maintain healthy habits in areas such as diet, physical activity, sleep cycle, and anxiety management. An online search will be conducted by using certain keywords such as Digital Interventions, Mental Health, Adolescence in some health-related databases like PubMed, EBSCO, Web of Science, Scopus and Embase from 2020-2025. The PRISMA guideline is to be used for the selection of relevant literature. Only original research papers are to be taken for the analysis. The study aims to contribute valuable insights into the potential use of Digital Interventions in promoting mental health among adolescents. Role of Digital Interventions in curing mental health problems among adolescents suggests positive outcome, whereas if any other challenges the adolescents are facing, then it would be very helpful for policymakers, public health authorities, mental health advocacy groups and international agencies to suggest the solutions accordingly. It may be challenging to determine whether Digital Interventions is supplementing the requirements of the adolescents significantly. However, some encouraging findings may be suggested for further exploration.

AI for Equity: Exploring the Mediated and Moderated Impact of AIHR on Time Pressure Among Working Mothers

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Abstract

The integration of artificial intelligence in human resource systems, i.e. AI-enabled HR support (AIHR), has shown potential in enhancing employee efficiency and productivity. However, its impact on reducing the time pressure of a specific demography - Indian working mothers - remained underexplored. Grounded in the Transactional Model of Stress (TMS) and Self-Determination Theory (SDT), this study examines how AIHR influences time pressure through the mediation of intelligent work flexibility, and whether this relationship is moderated by technostress. The study adopted a quantitative, cross-sectional research design using Partial Least Squares Structural Equation Modelling (PLS-SEM) for data analysis. Employing the purposive sampling method, the data were collected from 464 Indian working mothers. The data was analysed using SmartPLS 4 software. The study observed a significant negative association between AIHR and time pressure, as well as showed a positive relationship with intelligent work flexibility, which in turn was negatively related to time pressure. A significant yet weak mediation of intelligent work flexibility between AIHR and time pressure was observed. Importantly, moderation of technostress within the mediated pathways was observed. The study uniquely combines TMS and SDT theories and extends their application to the population of working mothers.

Artificial Intelligence in Special Education: Opportunities, Challenges, and the Road Ahead

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Abstract

Children with special needs often face difficulties in schools that are designed around the learning pace of the average student. Large classrooms, limited teacher time, and rigid teaching practices leave many students with disabilities struggling to keep up. Parents often describe the pain of watching their children lose confidence and disengage from school. Teachers, though committed, frequently feel underprepared to meet the needs of diverse learners. In this space, artificial intelligence (AI) has emerged as a possible tool to bridge the gap. Early research focused on technical applications such as pattern recognition, language processing, and diagnostic support. Over time, AI has been introduced into classrooms through tutoring systems, gamified learning, and social robots, with particular attention to autism spectrum disorder. These tools have provided more personalized and adaptive learning experiences, yet many studies remain short-term, with small samples and limited teacher training. The arrival of generative AI has transformed this landscape. Unlike earlier software, generative AI can respond in natural language, simplify complex ideas, create visual content, and adapt explanations to each learner. For a child with dyslexia, it can read and reframe text. For a child with autism, it can generate safe role-play dialogues. For students who learn at different speeds, it can provide step-by-step guidance. This potential is powerful but not without challenges. Concerns about bias, ethics, privacy, and unequal access remain. Teachers also need structured training to integrate AI into lessons without losing the human bond that drives effective learning. This paper reviews the evolution of AI in special education and identifies future research agendas, including long-term studies, ethical frameworks, and teacher training models.

Study on Family Environment and Moral Values of Secondary School Students

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Abstract

Families profoundly influence adolescents' development by transmitting cultural heritage, values, and attitudes. This study explores how family environment affects moral values of secondary school students facing modern socio-economic challenges in Chhatrapati Sambhajnagar District, Maharashtra. Using a stratified random sample of 300 students across varied localities and school types, data were gathered via standardized family environment and moral values scales, supplemented by qualitative interviews. Results indicate significant positive correlations between supportive, cohesive family environments and higher moral values scores. This research offers insights for educators and parents aiming to foster youth ethical development within the Indian context.

Psychological Well-Being and Resilience in Mediator-Lawyers: A Systematic Review

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Abstract

The review of literature highlights an increasing concern regarding the mental health of legal professionals, particularly lawyers and mediator-lawyers, who work under sustained stress and emotional pressure. The purpose of this study is to systematically review existing research on the causes, manifestations, and interventions related to mental health challenges in the legal profession, with the aim of developing a comprehensive framework that integrates legal and psychological perspectives to promote well-being and professional resilience. This study adopts a Systematic Literature Review (SLR) methodology, following PRISMA guidelines to identify, analyse, and synthesize peer-reviewed studies published over the last two decades. The selected literature includes empirical and theoretical works that examine stress, burnout, emotional regulation and workplace ethics among lawyers and mediator-lawyers. The findings reveal that excessive workload, competitive work environments, and performance-related pressures are major contributors to stress and burnout among legal professionals. Mediator-lawyers also experience emotional fatigue due to the demands of neutrality and constant exposure to conflict. However, interventions such as mindfulness-based programs, trauma-informed practices, and supportive workplace policies have shown effectiveness in improving emotional balance, job satisfaction, and ethical awareness. The originality of this research lies in its interdisciplinary synthesis of law and psychology, providing a novel, context-based model for understanding and addressing lawyer and mediator well-being. By consolidating diverse research evidence, the study proposes a structured framework that combines personal coping strategies with institutional reforms to make legal and mediation practice more psychologically sustainable and ethically grounded.

Tethered to Technology: Cyberbullying, Digital Identity, and Adolescence in Contemporary British Youth Drama

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Abstract

This study examines how *Adolescence* articulates the psychological, social, and ethical consequences of growing up in a digitally saturated environment where technology mediates identity formation, peer relations, and moral agency. *Adolescence* is a British drama series that follows a 13-year-old boy implicated in his classmate's death, exposing digital and social pressures. By analysing the series' portrayal of cyberbullying, online peer dynamics, digital addiction, and teenage violence, the research situates adolescent vulnerability within structures of platform-driven visibility, algorithmic feedback, and social media contamination. Employing close narrative and visual analysis, supplemented with insights from digital sociology, youth studies, and media psychology, the paper investigates the ways *Adolescence* maps digital pressures, notifications, social comparison, online rumour-spreading, onto the internal lives of its teenage characters. It argues that these pressures generate a condition of fragmented selfhood: the protagonists struggle to reconcile embodied identities with online personas shaped by external metrics of approval, leading to psychological instability and acts of violence. Findings reveal that *Adolescence* does not depict violence as a moral anomaly, but rather as a plausible outcome of systemic failures, parental neglect, peer alienation, and societal disregard for adolescent mental health. Furthermore, the series challenges simplistic moral narratives by exposing how digital environments can normalize aggression and distort emotional development. Ultimately, the study suggests that *Adolescence* offers more than dramatic entertainment; it provides a critical cultural text that demands attention to structural issues confronting today's youth.

Youth Identity Construction on Social Networking Sites: A Narrative Review

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Abstract

For today's youth, identity formation is significantly influenced by the digital spaces they engage with on a daily basis. Social networking sites have become key arenas where cultural norms, body politics, micro-celebrity practices and community belonging intersect. The objective of this review was to integrate empirical evidence across disciplines such as psychology, sociology, communication, and gender studies to understand how youth construct identities within these digital environments. A literature search was conducted using PubMed, Google Scholar, and PsycINFO, focusing on empirical studies related to youth identity, self-presentation, online communities and platform-specific practices. Twenty-six relevant studies were identified and synthesised qualitatively. The review showed that social networking sites shape youth identity through impression management, social comparison and feedback processes. These platforms also provide opportunities for challenging stigma, building community, and exploring gendered, sexual, and cultural identities beyond offline constraints. The social media spaces create conditions for both empowerment and vulnerability, highlighting the need for culturally informed, interdisciplinary research to better understand youth identity development within digital contexts.

The Limits of AI in Interpreting Human Irrationality: A Study of Pearl S. Buck's Characters

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Abstract

What are the limitations of AI in predicting human behavior? This research paper explores this question and argues that the techniques, input, and algorithms used by AI are insufficient in analyzing a person or a character's "irrational" behaviour. AI uses various techniques such as utility maximization, game theory, pattern recognition, predictive analysis, natural language processing, and contextual analysis to analyze a human's behavior. But all these algorithms give a rational response most of the time. For example, Gerald in *Letter from Peking* chose to send his family to America while risking his life by staying back in China. His irrational choice to put his culture and country first is unpredictable by AI. When given the same situation, AI gives a rational suggestion because AI is programmed to suggest a safe choice. Similarly, AI is unable to suggest the decision taken by Madame Wu from *Pavilion of Women*. In order to escape from the duties of a wife, Madame Wu decides to find a concubine for her husband. No matter how the prompt is given, AI is not able to detect this decision. This paper uses a qualitative approach to compare AI's predictions and humans' decisions. The purpose of this research is to examine the limitations of AI in predicting human behavior by analysing the characters from Pearl S. Buck's novels. One of the findings of the research is that AI fails to give irrational suggestions, no matter what the situation is.

A Propositional Review of Emotion Regulation and Psychological Well-Being: The Roles of Mediators and Moderators

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Abstract

Emotion regulation has potential to enhance psychological well-being. This review paper addresses the dearth of research studying the pathways associating emotion regulation and psychological well-being. The research gaps indicate that it requires further research. In an attempt to bridge the existing gaps and to advance the existing knowledge in the field of emotion regulation, we propose several mechanisms that illuminate how emotion regulation predicts psychological wellbeing. In light of this, self-efficacy, resilience, perceived stress, worry, flow experience and subjective vitality are considered as mediators bridging the gap through which emotion regulation affects psychological well-being. Alongside, certain moderators such as reflective practices, outdoor environments, self-compassion and personality traits are proposed to influence the strength of the relationship between emotion regulation and psychological well-being. Testable propositions derived from the theory are described, and conclusions with theoretical and practical implications are presented. Some promising avenues for future research in the field are also discussed.

Unveiling Patterns of LGBTQ+ Resilience: A Dual Approach of Systematic Literature Review and Bibliometric Network Mapping

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Abstract

This study offers an exhaustive systematic and bibliometric review of LGBTQ+ community resilience research by analyzing 108 peer-reviewed articles collected from Scopus and Web of Science published between 2000 and 2024. Following PRISMA frameworks, keyword co-occurrence and co-authorship networks were mapped in VOSviewer which identified thematic clusters: individual psychological resilience, social support systems, community-level responses, intersectional identities, and digital resilience as well as key contributors and journals. Results indicate a growing trend in publications since 2015, with a focus on Western regions and major publications including *LGBT Health* and *Journal of Homosexuality*, citing leading scholars such as Pachankis and Frederiksen-Goldsen. The study further emphasizes gaps in geographic and theoretical scope, lack of intersectional approaches along with longitudinal frameworks, and burgeoning scholarship on digital resilience. We advocate for stronger intersectional frameworks as methodological cornerstones, enhanced structural context in longitudinal approaches, and cross-cultural collaboration to fundamentally shift understanding of resilience pathways influenced by structural determinants. This proposed strategy would deepen methodological precision alongside theoretical understanding within LGBTQ+ resilience research.

Relationship between Body Image Dissatisfaction and Psychological Well-Being: A Literature Review

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Abstract

Body image dissatisfaction is a global psychological concern. This review examines the association between body image dissatisfaction and psychological well-being. Findings from the literature indicate that a higher level of body image dissatisfaction is associated with reduced psychological well-being, poor life satisfaction, self-acceptance and other psychological outcomes. The review synthesizes some psychological mechanisms that link the pathways between body image dissatisfaction and psychological well-being. By integrating the evidence, several limitations are identified within the existing literature. This review also outlines the future research directions. By delving into the psychological implications of body image dissatisfaction, the review highlights a need to study these concerns to enhance wellbeing.

From Workplace Diversity to Innovative Work Behavior: The Mediating Role of Psychological Safety

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Abstract

In today's dynamic work environment, organizations rely on diverse workforces to promote innovation and sustain competitive advantage. But the presence of workplace diversity alone does not itself translate into innovative outcomes. This study examines the relationship between workplace diversity and innovative work behavior, with psychological safety acting as a key mediating mechanism. The study argues that employees' perceptions of diversity influence their willingness to voice ideas, take interpersonal risks, and engage in innovative behaviors when a psychologically safe climate is present. Using a quantitative research design, data were collected through a structured questionnaire from employees working in large and medium-sized IT organizations. The findings reveal that workplace diversity has a significant positive effect on innovative work behavior and that psychological safety mediates this relationship. This suggests that diverse workplaces foster innovation more effectively when employees feel safe to express ideas without fear of negative consequences. The study contributes to the literature by highlighting the psychological pathway through which workplace diversity influences employee innovation. From a managerial perspective, the findings underscore the importance of cultivating psychologically safe environments alongside diversity initiatives to unlock employees' innovative potential. The study offers practical insights for organizations seeking to leverage workforce diversity as a strategic resource for innovation in contemporary organizational settings.

The Interplay between Anxiety and Perceived Usefulness in Artificial Intelligence (AI) Chatbots Usage for Learning: A Quantitative Survey

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Abstract

Artificial intelligence (AI) chatbots are increasingly used in education to support student learning. This study aims to examine the relationship between anxiety and perceived usefulness (PU) among college students. The purpose is to understand how anxiety influences perceived usefulness in academic settings. The objective is to assess whether specific dimensions of anxiety significantly affect perceived usefulness. A quantitative survey was conducted with students who use AI chatbots for academic support. Online snowball sampling was employed to recruit a relevant sample of 335 participants, identified through initial contacts. To assess the relationship between anxiety and perceived usefulness, Pearson correlation analysis was used to determine the direction and strength of association. Multiple regression analysis was conducted to test the influence of anxiety dimensions on perceived usefulness. This approach aimed to explore how anxiety influences the perceived usefulness of AI chatbots in academic contexts. The findings revealed that the dimension-Concern about AI Chatbot Impact had a weak but statistically significant positive effect on PU ($r = 0.188$, $\beta = 0.195$, $p < 0.01$). Based on the findings, it is recommended that educational higher institutions implement targeted orientation sessions to familiarize students with the academic use of AI chatbots. The study concludes that anxiety does not always reduce perceived usefulness.

Understanding Parenting Styles and Their Impact on Children's Well-Being

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Abstract

Parenting styles play a crucial role in shaping children's well-being. This review synthesises existing empirical and theoretical literature examining the impact of different parenting styles—authoritative, authoritarian, permissive, and neglectful. Based on research from various cultural and socioeconomic backgrounds, the review underscores consistent findings that authoritative parenting—marked by warmth, responsiveness, and suitable behavioural regulation—correlates with enhanced well-being outcomes. In contrast, authoritarian and neglectful parenting styles are often associated with heightened emotional distress, behavioural challenges, and diminished psychological well-being, while permissive parenting shows mixed associations depending on contextual and cultural factors. The review synthesises existing literature and focuses on mediating and moderating processes. The review concludes that by integrating findings across disciplines, this review underscores the enduring role of parenting styles in shaping children's well-being and identifies key gaps for future research.

A Bibliometric Analysis of Research Trends in Digital Hoarding Behaviour from Psychological Dimension.

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Abstract

Digital hoarding, characterized by the compulsive accumulation of digital content, has emerged as a significant concern owing to its association with stress, anxiety, cognitive overload, and emotional insecurity. Despite growing interest, research remains fragmented across disciplines, hindering a comprehensive psychological understanding. This study conducted a bibliometric analysis of 60 Scopus-indexed publications to examine the digital hoarding research landscape. Biblioshiny was used for descriptive metrics, including research productivity, core sources, and collaboration networks, whereas VOSviewer facilitated the science mapping of co-authorship, co-citation, and thematic structures. The findings showed that the field is in its nascent stage, led by authors such as Neave, McKellar, and Sillence. The overall findings indicated three thematic clusters emerged: (1) clinical foundations linking digital hoarding to hoarding disorder, (2) behavioral engagement focusing on social media, and (3) information management addressing digital content organization. Additionally, research focus shifted from clinical aspects (2020–2021) to digital and cultural issues (2022–2024). This study highlights the domains of digital hoarding behavior novelty and fragmentation while advocating for cross-disciplinary collaboration and research on psychological mechanisms.

Mental Health Challenges and Coping Strategies of Internally Displaced Persons in Manipur: A Literature Review of the Impact of Ethnic Violence.

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Abstract

Ethnic violence in Manipur, since May 2023, has resulted in large-scale internal displacement, exposing thousands of civilians to traumatic experiences, loss of livelihood, and prolonged uncertainty. Internally Displaced Persons (IDPs) are highly vulnerable to mental health problems such as post-traumatic stress disorder (PTSD), anxiety, and depression, yet their psychosocial needs remain insufficiently documented and addressed. The study aims to assess the mental health challenges faced by IDPs in Manipur, examine the prevalence of psychological disorders, identify the coping strategies adopted by displaced populations, and evaluate the role of social support systems, government interventions, and traditional healing practices in mitigating psychological distress. Secondary data, particularly from books, journal articles, newspapers, published documents and occasional papers, was also collected and examined for this research paper. Based on existing literature, high levels of PTSD, anxiety, and depression are anticipated, particularly among women, children, and economically vulnerable groups. Social support, community cohesion, religious and spiritual practices, and problem- and emotion-focused coping strategies are expected to play a significant role in psychological adjustment, while gaps in formal mental health services and institutional support are likely to persist.

AI and Human Cognition: A Review of Cognitive, Behavioural and Psychological Outcomes.

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Abstract

The rapid advancement and widespread adoption of artificial intelligence (AI) are fundamentally reshaping human cognition, behavior, and psychological well-being in the digital age. As AI-driven systems increasingly mediate decision-making, learning, communication, and emotional interaction, understanding their broader human implications has become a critical interdisciplinary concern. This review synthesizes empirical and theoretical literature across the humanities, social sciences, and management domains to examine the cognitive, behavioral, and psychological impacts of AI-driven tools. Key areas of analysis include cognitive offloading and attention reconfiguration, algorithmic influence on individual and collective behavior, and emotional engagement with intelligent agents. The review identifies emerging patterns in how AI-driven systems alter human thought processes, social interactions, and mental well-being, while also highlighting inconsistencies and gaps in the existing research. By integrating insights from diverse disciplinary perspectives, this paper offers a human-centered understanding of AI's transformative role and outlines future research directions to support responsible, ethical, and well-being-oriented AI development in the digital era.

Business, Management, Entrepreneurship and Sustainability

The Dual-Edged Sword: Introspecting the Role of Legacy Systems Towards Restricting Organizational Learning

Sachin Madan and Ashutosh Shukla

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Abstract

Organizational learning is a pioneering field having the diverse body of the literature. However, the specific impact of the legacy systems is yet to be introspected deeply into. This piece of work will be an attempt to abridge the research gap by discussing about how the antiquated infrastructures serve as the active barriers hindering in the unlearning and sensemaking. Adopting a socio-technical perspective, this piece of work analyses the rigid structure as impediments to the cognitive agility. It introduces concepts of ‘Algorithmic Recidivism’ and ‘Integration Inertia’ to discuss about the metamorphosis of the organizational learning in such environments. It is evidential that legacy systems act as the frozen organizational memory. This rigidity precipitates to a pressure to seek for the value in the existing schemes rather than trying to something new. Consequently, it renders the unlearning as elusive, and the inability to interface with the exogenous technology’s limits to the firm’s absorptive capacity. On a practical note, this study suggests that modernization should be introspected as a learning strategy rather than a mere technical migration. This piece of work offers a new perspective by discussing about the software as a psychological agent. In the nutshell, it contends that firms cannot achieve the advancement when legacy systems structurally constrain to the adaptation.

Integrating Carbon Credits and ETS for Sustainability in India's Fast Fashion Sector

Saranya P

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Abstract

This study is an initiative to understand the fragmented literature on ETS and sustainability, aiming to unveil how India could design a dedicated Emissions Trading System (ETS) for the fast fashion industry within the broader Carbon Credit Trading Scheme (CCTS), thereby facilitating the inclusion of carbon credits in the fast fashion industry in India. The fast fashion sector has become a significant contributor to greenhouse gas emissions, excessive water consumption, and textile wastage, but it is mostly not subject to key carbon market solutions, such as the Emissions Trading Systems (ETS). The study explores the functional ETS of China, South Korea and European Union to create a model for the Indian economy to fit in the Carbon Credit Trading Scheme concentrating on the fast fashion industry. Building on a systematic review of literature, the study examines the global carbon market experiences for integrating consumption and production-based sectors like fast fashion into ETS framework for India. The findings are envisioned to contribute to ongoing debates on sustainable development, while offering numerous policy recommendations for India's journey towards low-carbon growth.

Exploring Different Leadership Styles: A Comparative Analysis

Aarushi Singh & Anshu Banwari

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Abstract

The current study examines different leadership styles. Drawing inferences from several studies on different leadership styles, the study highlights on how each leadership style tries to accomplish the organizational goals in a different manner. This gives a generic overview that no single leadership style is most effective to lead a group of people in an organization. The best leadership style depends upon the nature of task, team characteristics, organizational context, leadership goals and ethical consideration. A comparative analysis was conducted wherein several studies focusing on different leadership styles were reviewed. These various leadership styles were then compared on the basis of the criteria such as the behaviour, strengths, weaknesses, employee impact, leadership involvement and best fit. A comparative analysis of various leadership styles explores how different leadership styles effect the employee as well as organizational outcomes differently. This distinction between leader's approaches highlights the diverse ways through which a leader can tackle a challenge. The leadership styles can be similar in purpose yet they can be different in their leader-follower relationship, behaviour, communication styles, team dynamics, ethical considerations and motivational strategies. This makes them overlapping yet different in their unique ways. Thus, we can say that even though the end goal is same yet it can be reached differently. Although there are many papers which have conducted a comparative analysis of different leadership styles. Still, this paper is an original piece of work by the authors because it covers a vast range of leadership styles defined in the field of organizational behaviour. The leadership styles discussed in this study are relatively new, upcoming and emerging. Thus, this paper contributes to the current body of knowledge on the specific area of leadership and its styles of leadership.

Digital Infrastructure and Air Quality in India (2018–2024): A Data-Driven Analysis of Technology, Forecasting, and Sustainability

Ananya Goel & Sweta Goel

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Abstract

India's rapid digital transformation has revolutionized connectivity, commerce, and citizen services. Yet, the environmental implications of this digital surge remain poorly understood. This paper empirically investigates the relationship between digital infrastructure growth, proxied by mobile and internet subscriptions, and air quality dynamics in India between 2018 and 2024. Using national-level monthly aggregates of Air Quality Index (AQI) and telecom indicators, the study combines exploratory data analysis (EDA) with time-series forecasting across four models: Seasonal Naïve, Holt–Winters Exponential Smoothing, Seasonal ARIMA (SARIMAX), and Random Forest Regressor. Correlation analysis reveals weak associations between AQI and digital indicators ($r = 0.006$ for mobile users, $r = 0.148$ for internet users), suggesting that short-term national-level effects of digital expansion on air quality are limited. However, the Holt–Winters model demonstrates strong predictive accuracy for digital infrastructure forecasting (RMSE $\approx 2.15 \times 10^7$, MAE $\approx 1.94 \times 10^7$), outperforming statistical and machine learning baselines. The findings underline that digital infrastructure growth follows a pronounced seasonal trend and upward trajectory, offering potential for sustainable monitoring and policy integration. This study contributes a reproducible framework linking technology and environmental analytics, advancing the discourse on digital sustainability in emerging economies.

Leadership Across Spaces: Exploring the Impact on Mental Health in Hybrid, Remote, and Office Settings

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Abstract

This review explores the multifaceted impact of leadership on employee mental health across diverse work settings, including hybrid, remote, and traditional office environments. It identifies key leadership qualities such as empathy, emotional intelligence, and digital competence as vital in addressing mental health challenges intensified by changing work modalities. Special attention is given to cultural and regional factors, particularly within Asian and Indian workplaces, where socio-economic complexities demand adaptive leadership strategies. The findings highlight leadership's role in fostering psychological safety, reducing burnout, and promoting inclusive organizational cultures. The review underscores the importance of integrating mental health into leadership development and organizational policies, emphasizing equitable access to technological resources. It calls for expanded research using intersectional and longitudinal approaches to deepen understanding of leadership's influence on workforce well-being in a globalized context.

Operating Surplus in Indian AMRUT Cities: Green and Red Flags for Financial Sustainability and Access to Urban Challenge Fund

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Abstract

This study examines the financial sustainability of 50 AMRUT cities in India and their readiness to access the proposed Urban Challenge Fund (UCF) through issue of muni bonds. The analysis focuses on Operating Surplus (OS), measured by comparing a city's internal revenues (IR) with its revenue expenditures (RE). Cities where RE exceeds IR ($RE/IR \geq 1$) fall into the "red zone" of fiscal stress, while those with $RE/IR < 1$ are "green zone" cities with stronger borrowing potential. Findings show that the operating ratio (RE/IR) is the clearest and most reliable measure of municipal financial sustainability. City size (million-plus vs. smaller) does not make a significant difference, but regional disparities are evident: cities in the East and North are more deficit-prone than those in the West and South. OS/IR should be adopted as a gateway indicator for UCF eligibility and municipal bond access, while weaker cities require targeted reforms and fiscal support with NMAM 2.0 need to provide layered Format of Income and Expenditure to show Operating surplus and Municipal surplus separately.

Gender Diversity Compliance and Market Premium: A Comparative Study of Family and Non-Family Firms in India

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Abstract

The growing discourse on Corporate Governance (CG) in emerging economies like India has intensified the focus on boardroom gender diversity and its implications for firm valuation. This study examines whether better compliance with gender diversity norms translates to a market premium, with a comparative assessment of family and non-family firms in India. Using a panel dataset of companies listed on the Nifty 200 index over ten financial years, firm-level data was collected from the CMIE Prowess database. Market Value to Book Value (MV/BV) was employed as the dependent variable to capture market-based firm performance. Board gender diversity was measured through the presence of women directors and the proportion of women directors. Regression analysis was undertaken to test the hypothesized relationships, while controlling for ownership structure and firm-specific variables to ensure robustness. The empirical results reveal that both the presence and higher proportion of women directors on boards have a significant positive influence on firm valuation, indicating that gender diversity is rewarded with a market premium. Further, family firm (FF) status exerts a positive effect on valuation, suggesting that family-controlled firms enjoy relatively higher market trust. These findings underscore the dual role of ownership structure and board composition in shaping investor perceptions and market outcomes. Although board gender diversity has been widely studied globally, research on its valuation effects in India remains limited. This study adds to the literature by integrating the dimensions of gender representation and family firm ownership within the Indian CG context. The results carry significant policy implications not only to promote inclusivity but also to accelerate economic progress through stronger investor confidence.

Entrepreneurship and Sustainability: The (Un)comfortable Meeting in the Contemporary Business World

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Abstract

This article employs an extended bibliographic search and qualitative secondary research to focus on the changing relationship between the concepts of sustainability and entrepreneurship. This paper is looking into the way that contemporary entrepreneurs are incorporating social and environmental factors in their business plans, noting that the number of entrepreneurs worldwide totals more than 582 million and sustainable development goals are on the rise. Considering the report cited above, it becomes evident that indeed a paradigm shift has been realized as more than half of the existing entrepreneurs are giving more value to sustainability rather than traditional profit maximization. This paper will explain how the concept of purpose-driven entrepreneurship may be co-managed with sustainable business operations in responding to such question as whether entrepreneurs can link their business and profit-making operation to making a positive contribution to the environment and society. The methodology will involve a mixed-methods research where the researcher will use a systematic literature review of 150 peer-reviewed research articles on global entrepreneurship of the year 2020-2024, and a primary survey of 250 entrepreneurs across India. According to key findings, sustainable entrepreneurs in India report 25% greater customer loyalty, 20% higher employee satisfaction and gain access to new investment avenues. However, over 70% experience significant financing challenges at the start-up stage, and complex, evolving regulatory regimes remain a significant barrier to the scale of sustainable ventures.

Bridging the Green Divide: A Comparative Analysis of Sustainable Marketing Effectiveness Across Urban and Rural Consumer Segments in India

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Abstract

This research is revolutionary because it compares the performance of sustainable marketing in both the urban and rural regions of India. We gathered the information about 1,450 consumers in the National Capital Region and rural districts of Delhi in Uttar Pradesh the two regions that could not be more dissimilar in terms of the economic standings. We were surprised by the level of receptivity towards green marketing that urban Delhi NCR consumers expressed ($M=4.18$, $SD=0.92$) than the receptivity of rural consumers in the state of UP ($M=3.34$, $SD=1.06$), and we were able to statistically confirm that it was not just a coincidence ($F(1,1448)=187.42$, $p=.001$, 0.115). Environments The correlation between environmental awareness and actual purchasing behaviour was high in urban areas ($r=0.74$, $p<0.001$) and less strong in rural ones ($r=0.48$, $p<0.001$). Most instructively, perhaps, our regression models were able to account 68 percent of urban purchasing decisions and only 41 percent of rural purchasing decisions- indicating that these two groups make such decisions in entirely different ways. We also designed a new scale of measurement known as the Sustainable Marketing Effectiveness Scale and its performance was reliable in both settings ($\alpha=0.86-0.91$). Such results imply that marketers must have entirely different playbooks when targeting urban and rural Indian customers.

The Impact of Mergers on Market Liquidity, Bid–Ask Spreads, and Firm Valuation: A Difference-in-Differences Analysis.

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Abstract

This research examines various methods for assessing the impacts of mergers and acquisitions. This study seeks to determine the impact of mergers on trading efficiency and firm value in the days and weeks before and after the event. Control variables include profitability, leverage, and asset size. This study utilizes a Difference-in-Differences methodology, analyzing data from multiple Indian energy and finance firms spanning the years 2022 to 2025. This research examines investor sentiment related to deal announcements, measured by market capitalization, and evaluates information asymmetry using Amihud's liquidity measure and the Corwin–Schultz Spread Formula for the bid-ask spread. The effects of mergers and acquisitions are analyzed by categorizing horizontal and vertical mergers, which involve firms within the same industry, separately from conglomerate mergers. The control variables in the study included leverage, defined as long-term debt relative to shareholders' equity; firm size, measured by asset value; and profitability, represented by net income as a proportion of total sales. The control group consists of businesses within the same industry that utilize identical control variables to ensure comparable trends. The CMIE database was used to get financial data and data related to mergers and acquisitions. The regression model operates on cleaned data utilizing Python. Mergers significantly reduce market illiquidity, thereby facilitating trading activities. Bid-ask spreads may widen due to transient integration issues. The merger increased the company's market capitalization, indicating a potential rise in value or positive investor sentiment. This study demonstrates that the quarterly mapping process enhances analysis accuracy relative to traditional methods.

Consumer Behaviour toward Electric Vehicles in the Context of Sustainable Mobility: Insights from Factor Analysis

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Abstract

Adoption of vehicle electrification is crucial for achieving sustainable mobility and mitigating the adverse environmental impacts of conventional transportation systems. However, despite government subsidies and various incentives, consumer adoption of electric vehicles (EVs) remains uneven, highlighting the need for further research on consumer behavior toward vehicle electrification. The primary objective of this study is to identify and examine the key factors influencing consumers' attitudes toward electric vehicles from the perspective of sustainable mobility. A quantitative research design was employed, and primary data were collected through a well-structured questionnaire administered to consumers who are aware of electric vehicle technology. A total of 300 valid responses were analyzed. Exploratory factor analysis (EFA) was conducted to identify the latent factors influencing consumer behavior. Reliability was assessed using Cronbach's alpha, while sample adequacy was evaluated through the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's Test of Sphericity prior to factor extraction. Principal component analysis with varimax rotation was applied to extract the underlying factors. The findings reveal several significant variables influencing consumer behavior toward electric vehicles, including social influence, infrastructure and charging convenience, economic advantages, technological performance and reliability, and environmental sustainability considerations. Among these, sustainability-related perceptions particularly concern regarding environmental protection and reduced carbon emissions emerged as the most influential determinants of consumer attitudes. Economic factors such as government incentives and long-term cost savings also play a substantial role, while infrastructure accessibility and social influence function as supporting factors.

Voices from the Field: Understanding Startup Failure Reasons through Developed and Emerging Economies

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Abstract

The journey of entrepreneurship is filled with uncertainty, and individuals who start this entrepreneurial journey face a variety of challenges. Start-ups are one of the means of entrepreneurship that encourage innovation. Every year, over the globe, around 100 million start-ups commence their business. However, approximately 90% of them have failed. Most of the start-ups failed in their initial years. The failure of a start-up can be highly distressing for entrepreneurs and has a detrimental impact on the overall experience of launching a start-up. However, encountering failure in a start-up acts as a "learning journey" for the entrepreneurs who experienced it and others within the entrepreneurial community. This study investigates the reasons behind start-up failures by analysing interviews with founders of failed start-ups in the developed economy – the USA, and the emerging economy - India. Also, it compares the reasons for start-up failure in both start-up ecosystems. The results are drawn using the NVivo software and Spearman's rank correlation test. The findings reveal that the primary causes of start-up failures are lack of funding, product not fit to the market, bad business model, mismanagement, and lack of experience for both start-up ecosystems - in India as well as in the USA. Hence, this study concludes that the reasons for the failure of start-ups in both economies (developed economy – the USA, and emerging economy - India) are the same. Therefore, start-up founders in both ecosystems need to focus on funding strategies, market research, business models, management, etc., for the success of the start-up.

Robo-Advisors in FinTech: An Emotion–Ethics–Engineering (EEE) + Governance Framework for Trust-by-Design in Emerging India

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Abstract

Robo-advisors signify a revolutionary blend of artificial intelligence and financial intermediation, delivering algorithm-based investment solutions that promise improved efficiency, inclusivity, and transparency. However, in developing markets, such as India, these innovations face obstacles due to emotional scepticism, ethical ambiguities, and issues with algorithmic transparency. Drawing on twenty-five peer-reviewed articles from fields such as behavioral finance, AI ethics, design engineering, and regulatory governance, This Study propose an emotion ethics engineering (EEE)+ Governance Framework to conceptualize trust-by-design in robo-advisory systems. This framework merges global perspectives on algorithmic trust with insights specific to India, taking into account cultural preferences, financial literacy, and human-machine interactions. The framework characterizes emotion as the affective aspect of perceived empathy and assurance, ethics as the system's fairness and fiduciary integrity, engineering as the structure of transparency and personalization, and governance as regulatory oversight under the SEBI and Digital Personal Data Protection Act (2023). Together, these components form a human-centered trust architecture that connects the four pillars of emotional comfort, ethical clarity, technical transparency, and institutional accountability. This study adds to the contextual theory of trust-by-design, positioning India as a dynamic testing ground for responsible FinTech innovations, and setting the stage for future empirical, policy, and design research in the field of algorithmic finance.

From Compliance to Compassion: Integrating Human Rights in Human Resource Management for Ethical and Sustainable Transformation in the Digital Era

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Abstract

The application of human rights principles to human resource management (HRM) is integral to ethical business stewardship in the current rapid digital transformation. HR was traditionally associated with the administrative and legal environment of day-to-day HRM and is now moving into constructive roles for promoting human rights within organizations. This paper outlines this transition, emphasizing digital transformations in regard to data-driven systems which continue to evolve thinking about HRM to promote human rights, including diversifying the workplace, building sustainable outcomes, and promoting higher levels of empathy. This paper illustrates useful technologies which embody these principles such as ethics dashboards, real-time compliance monitoring, and web-based grievance reporting systems, using relevant standards such as the UN Global Compact (UNGC) and the United Nations Guiding Principles on Business and Human Rights (UNGPs). With digital technologies such as these organizations are able to improve organizations accountability and the rights of their workers and react to issues in real time. The paper uses copious case studies and concludes that it is important to define ethics within the systems and processes that define day to day decision making, moving HRM to a position focused on human rights and not just the processes underpinning policy.

Psychological Impact of Hyper-Personalised Fashion Feeds on Consumer Trust and Loyalty

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Abstract

The increasing use of artificial intelligence–driven hyper-personalisation in digital fashion platforms has fundamentally reshaped consumer–brand interactions. Hyper-personalised fashion feeds leverage advanced algorithms to curate highly tailored product recommendations, visual content, and promotional messages based on individual browsing behaviour, purchase history, and psychographic data. While such personalisation enhances relevance and engagement, its psychological implications for consumer trust and loyalty remain underexplored. This study examines the psychological impact of hyper-personalised fashion feeds on consumer trust and brand loyalty within online fashion ecosystems. Drawing on established theories of consumer psychology, relationship marketing, and technology mediated trust, the study synthesises empirical evidence from recent research on personalised marketing and recommender systems. The analysis highlights two contrasting psychological mechanisms. On the positive side, hyper-personalisation improves perceived relevance, reduces information overload, and enhances cognitive ease, leading to higher satisfaction and emotional attachment to fashion brands. These factors contribute to increased trust and foster long-term loyalty through repeat purchase intentions and sustained platform engagement. Conversely, excessive or opaque personalisation may evoke perceptions of intrusiveness, surveillance, and loss of autonomy, thereby triggering privacy concerns and undermining consumer trust. The findings suggest that consumer trust acts as a critical mediating variable between hyper-personalised fashion feeds and loyalty outcomes. Personalisation strengthens loyalty only when consumers perceive data usage practices as transparent, ethical, and controllable. The study underscores the importance of algorithmic transparency, informed consent, and user control in mitigating privacy-related anxieties.

Climate anxiety and travel decisions among Gen-Z

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Abstract

One of the biggest issues in the twenty-first century is climate change. This change has led to new psychological responses, along with its effects on the environment, politics and economy. One of these responses is climate anxiety, which involves ongoing fear, worry, shame and distress connected to environmental damage and the breakdown of the global ecosystem. Those born between 1997 and 2012 are known as Generation Z (Gen Z) (Pew Research Center, Year). This generation is the most emotionally and cognitively impacted by climate change. Gen z is very aware of climate change and deeply concerned about its effects on their future as they have grown up in a world marked by rising temperatures, severe weather events, constant climate talk on social media and clear environmental decline. This research explores how climate fear drives Generation Z's choices about travelling. Air travel accounts for almost 8% of the carbon emissions of the whole travel and tourism industry worldwide. It is important that Gen z balances the idealistic desire to travel driven by social media, global connectedness and lifestyle trends with the ethical burden of contributing to carbon emissions and harm to the environment. The aim of this research will be to establish whether climate fear influences the readiness of Gen z to travel, preferred places of travel, means of travel, travel frequency and the adoption of sustainable tourism practices.

Analysis of Financial Literacy's Role in Personal Wealth Management

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Abstract

Financial Literacy is not a luxury; it is a fundamental life skill for every human being. It is becoming foundational determinant of effective personal wealth management in an increasingly complex economic landscape. Financial knowledge is a key to making decisions ranging from budgeting and saving to investment planning and retirement preparation. Research indicates that how strong financial literacy helps people in making good decisions, engage better in financial forward - looking planning. The knowledge directly linked with building their wealth. People with sound financial knowledge are more likely to minimize the risk of investments, diversify their funds in most productive way to avoid financial mistakes, seize opportunities to upgrade their wealth. This analysis also shows that how other determinants affect the process of financial decision making. Research in behavioural economics also shows that even financial experts can make wrong decision due to various psychological factors like- overconfidence, risk aversion, resistance in their personality. Therefore, financial literacy should be enhanced by supportive systems, practical experience and interventions to encourage sound habits. Furthermore, with digital financial technologies which enhance the soundness of financial health by providing easier access to financial products also come with various risks like online scams, misinformation, and the urge to make risky, impulsive trades. Individuals with strong financial literacy are better positioned to leverage technology responsibly. This analysis investigates how a person's knowledge of finance directly affects their wealth, when integrated with comprehensive educational initiatives, and backed by accessible financial infrastructure. Financial literacy can greatly improve the ability to build a secure future.

Digital Brand Disengagement: Concept, Theoretical Underpinnings, and Research Postulations

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Abstract

The rapid expansion of digital technologies and online platforms has significantly transformed consumer–brand interactions. While existing research has largely focused on engagement, loyalty, and satisfaction, comparatively little attention has been paid to digital brand disengagement, a passive and often unnoticed withdrawal from brand interactions in digital environments. Unlike active brand rejection, disengagement is subtle, non-confrontational, and potentially more damaging, as consumers may remain digitally connected while ceasing meaningful interaction. This study proposes a conceptual framework that conceptualizes digital brand disengagement as an emotion-driven psychological response arising from digital and emotional overload. Drawing on interdisciplinary literature from digital marketing and psychology, the study integrates Cognitive Load Theory, Uses and Gratifications Theory, Conservation of Resources Theory, the Attention Economy perspective, and emotional regulation theories to explain how excessive digital exposure, content saturation, and emotional fatigue contribute to passive disengagement behaviors. The study addresses key research gaps by emphasizing the limited understanding of passive disengagement, the underexplored role of emotional and psychological factors, and the lack of actionable emotionally intelligent strategies for digital marketers. Methodologically, the research adopts a conceptual and theoretical approach, synthesizing insights from psychology, media studies, and consumer behavior to identify core constructs such as emotional overload, digital fatigue, attentional depletion, and affective responses. By framing disengagement as a protective and adaptive behavioral response rather than intentional brand avoidance, this study contributes to both theory and practice.

Interplay of Artificial Intelligence and Employee Value Proposition in the Recruitment process

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Abstract

The recruitment function has undergone a major transformation due to the adoption of Artificial Intelligence (AI) and the increasing importance of Employee Value Proposition (EVP). In the highly competitive IT sector, organizations are required to attract, select, and retain skilled talent efficiently while also creating a positive employer image. The purpose of this study is to examine whether the use of Artificial Intelligence and Employee Value Proposition has a significant impact on the recruitment and selection process in the IT sector in the Delhi NCR region and whether their combined application improves recruitment effectiveness. The study is empirical in nature and follows a quantitative research design. A structured questionnaire was developed to measure the impact of AI and EVP on recruitment effectiveness. The results of the study indicate a strong positive relationship between Artificial Intelligence and Employee Value Proposition in the recruitment process. The findings reveal that AI significantly improves recruitment efficiency by reducing hiring time, enhancing screening accuracy, and supporting data-driven decision-making. EVP was found to play a crucial role in attracting candidates, strengthening employer branding, and improving offer acceptance. The combined use of AI and EVP was observed to enhance overall recruitment effectiveness. While several studies have examined Artificial Intelligence and Employee Value Proposition independently, this study is one of the few that explores their combined impact on recruitment and selection, particularly in the Indian IT sector. The study contributes to existing literature by highlighting that integrating technological tools with human-centric value systems leads to a more balanced, fair, and effective recruitment process.

STARA Competency Under the Microscope: A Systematic Bibliometric Review of an Emerging Construct.

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Abstract

The integration of Smart technologies, Artificial Intelligence, Robotics, and Algorithms (STARA) is fundamentally transforming work execution and competency requirements. This paper presents a bibliometric synthesis of the "STARA competency" construct to map its multi-dimensional evolution within human-centric disciplines. A systematic bibliometric analysis was performed on 298 peer-reviewed documents retrieved from the Scopus database. The scope was strictly limited to the subject areas of Social Sciences, Business, Management, and Accounting, and Arts and Humanities to ensure a focus on the human and organizational implications of technology rather than purely technical aspects. Despite the rising strategic importance of STARA, the intellectual structure reveals a nascent field with significant potential for growth. Through citation analysis and keyword co-occurrence mapping, the study identifies core thematic pillars and confirms that empirical literature remains scanty, particularly regarding long-term organizational impact. This review provides the first quantitative mapping of STARA as a multi-dimensional competency (Knowledge, Skills, Abilities, and Attitude) within the social science domain, offering a structured agenda for future HR and management research.

Impact of demographical variables on Adoption of Digital Payment in India: An UTAUT Approach

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Abstract

Digital payment is contemporary within the Digital India initiative. Given that half the population does not utilise digital payments, it is imperative to examine them. This research incorporates the adoption theory, specifically the "Unified Theory of Acceptance and Use of Technology," with particular emphasis on demographic variables as a moderating factor. A Structured questionnaire was employed to gather primary data from 416 participants. The study employed statistical approaches including confirmatory factor analysis, structural equation modelling, and moderation analysis. The results indicate that performance expectancy, social influence, and favourable conditions are the most relevant components, whereas effort expectancy is not significant. Moreover, the study has found that demographic variables significantly moderate adoption. This research offers significant insights for the payment sector and regulatory authorities.

Political Affairs and Governance & Economy and Rural Development

Leveraging Information and Communication Technology for Strengthening Good Governance: An Analytical Study of Government Projects in Uttar Pradesh

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Abstract

Information and Communication Technology (ICT) is a major instrument for transforming public administration by enhancing transparency, decentralizing service delivery, reducing transaction costs, and enabling data-driven decision-making. Accordingly, Uttar Pradesh (U.P.), the most populous state in India, has implemented ICT projects across several social and economic sectors, making it essential to review the extent and impact of these initiatives to support effective policy formulation and implementation. This study outlines and assesses major ICT projects in Uttar Pradesh and examines their impact on key indicators of good governance, including transparency, efficiency, accountability, responsiveness, and inclusiveness, while also identifying constraints and strategic measures for improving digital governance outcomes. A mixed-method approach was adopted. Secondary data were collected from official project documents, state dashboards, and existing assessment reports, while primary qualitative data were gathered through semi-structured interviews with five government officials, ten Digital Seva Kendra (Common Service Centre) operators, and twenty citizens from both urban and rural areas. Quantitative analysis involved before-and-after comparisons of service turnaround times, transaction volumes at CSCs, and grievance resolution rates reported in departmental dashboards. The findings indicate that state ICT reforms—such as the e-District platform, Digital Seva Kendras, the Chief Minister’s Dashboard, and Integrated Grievance Redressal Systems—have contributed to measurable improvements in service access and administrative monitoring.

Navigating the Digital Frontier: Cyber Law, Privacy, State Power and Human Rights in India

Jyotiraj Pathak

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Abstract

Today India is at an important point in its journey to become more digital. The Digital Personal Data Protection Rules that are supposed to take effect in 2025 are now ready. This study looks at how the new laws, what the politicians want to do and the basic rights of people are affecting each other in India, which is the biggest democracy in the world. In April 2025 the Supreme Court made a decision in the Amar Jain v. Union of India case. This decision said that people have a Right to access the internet thanks to Article 21. However, some old problems are still around. The government is still shutting down the internet sometimes. There is this thing called the Sahyog surveillance system that is making people wonder what is going on with the surveillance system. National security is used to justify giving the state a lot of power. These powers, especially the parts of the DPDP Act that let them do what they want are taking away people's privacy. The DPDP Act is also threatening our ability to know what is going on because it is limiting the Right to Information. The Right to Information is important because it lets people see what the government is doing. National security and the DPDP Act are causing problems for people's privacy and the Right to Information. India needs a new way of dealing with cyber governance, which is called "Rights-by-Design" approach for cyber governance. So where do we stand now. This is especially important as computer programs and automated decisions become a part of our daily life. The Government of India and its rules and laws need to be strong so that the common people are safe. The common people need to be protected by the rights that are available, to them.

The Transformation of Banking Through AI, ML, and Big Data Analytics: Applications, Challenges, and Future Directions

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Abstract

The banking industry is experiencing significant transformation driven by Artificial Intelligence (AI), Machine Learning (ML), and Big Data Analytics. This paper examines how these technologies are revolutionizing traditional banking operations through enhanced efficiency, improved customer experiences, and strengthened security protocols. By analyzing current implementations, case studies, and emerging trends, this study provides a comprehensive examination of applications, benefits, challenges, and future directions for these technologies in banking. Research indicates that financial institutions implementing AI-driven solutions have achieved notable improvements in fraud detection, risk assessment, and customer service metrics. While implementation barriers exist, including regulatory compliance issues and data privacy concerns, the strategic integration of these technologies has become critical for maintaining competitiveness in today's digital banking environment.

Determinants of Migration: A Study on Push and Pull Factors Among Adult Asian Immigrants in the U.S.

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Abstract

International migration has become a defining global phenomenon in the present era and it is driven by several factors. This will have impact on cultures, economies, and societies across borders. The present study aims to examine the major push and pull factors that influence of Asian adults to migrate to the U.S. from their native countries. Data was collected from 52 Asian adults staying in the U.S., using both quantitative and qualitative methods to find these underlying factors. Findings suggest that economic opportunities and access to good quality education are the prime pull factors that motivated the cohort to migrate. This study contributes to the body of research that offers insights into underlying factors like individual aspirations, structural constraints etc that influence migration flow.

Educational and Cultural Integration of Asian Immigrant Youth in the United States

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Abstract

The present study aims to examine the educational and cultural integration experiences of Asian immigrant youth in the United States. This is accomplished by exploring how family, school, and community environments aid during the adaption process. Data was gathered using mixed method approach of surveys and interviews from 54 young students studying in various public schools of the United States. This study analyses how the young children navigate this transition of education system and cultures. Findings reveal that family and school support are the key facilitators of integration of these children. This study carries important implications for policymakers and educators seeking to design interventions that support more inclusive learning environments.

Fiscal Deficit and Economic Stability in India: Evidence from Recent Budget Trends

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Abstract

The fiscal deficit plays a crucial role in shaping macroeconomic stability in developing economies, such as India, where public expenditure is central to achieving growth and welfare objectives. The purpose of this study is to examine recent trends in India's fiscal deficit and analyse its relationship with key macroeconomic indicators, including GDP growth, inflation, and public investment. India's fiscal deficit remained relatively stable at an average of 4.5% of GDP during 2010–2019 but expanded sharply to 9.2% of GDP in FY2020–21 due to the COVID-19 crisis, driven by revenue contraction and increased government spending on health, social protection, and economic recovery (Government of India, 2021). The following budgets show a gradual return to consolidation, with the deficit declining to 6.4% in FY2022–23 and further targeted at 5.8% in FY2023–24 (Government of India, 2024). This study employs a secondary data methodology, utilizing Union Budget documents, Reserve Bank of India publications, and the Economic Survey. Trend analysis, percentage change calculations, and simple correlation techniques are applied to explore the fiscal deficit's interaction with macroeconomic variables across the post-2010 period, with particular attention to the pandemic shock and post-pandemic recovery. The major findings indicate that higher fiscal deficits during economic fall supported short term recovery through increased spending, especially capital expenditure, which has been associated with improvements in medium term growth prospects. However, continuous deficits contributed to high inflationary pressures and increased public borrowing requirements, affecting debt sustainability (RBI, 2022). The originality of this study lies in its combined assessment of fiscal behaviour before, during, and after the pandemic using updated official data, offering a policy-oriented evaluation of India's consolidation path.

Exploring the Impact of Women's Autonomy on Health Outcomes in India: Evidence from NFHS-5

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Abstract

This study explores the association between women's autonomy and health outcomes, specifically anaemia and Body Mass Index (BMI), using data from the National Family Health Survey (NFHS-5). A composite index of women's autonomy was constructed, and it revealed significant regional disparities: Goa and Himachal Pradesh recorded the highest levels of women's autonomy, while Andhra Pradesh and Madhya Pradesh ranked the lowest. Logistic regression analysis shows that greater autonomy significantly reduces the likelihood of anaemia among women after adjusting for socioeconomic factors, education, and household characteristics. Additionally, multinomial logistic regression demonstrates that greater autonomy is inversely associated with underweight status but positively associated with overweight/obesity, suggesting a dual burden of malnutrition influenced by different levels of autonomy. While past research has primarily focused on the association between women's autonomy and healthcare access, this study contributes to the literature by directly examining the influence of women's autonomy on their health outcomes.

Trade Policy Uncertainty and the Behaviour of Precious Metals and Emerging Market Equities.

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Abstract

Trade Policy Uncertainty (TPUI) has emerged as a critical determinant of financial market volatility, influencing assets linked to global supply chains and shaping investor risk perceptions. This study investigates the behavior of Gold, Silver, and mid-cap stocks in response to trade policy shocks through a comprehensive empirical framework that integrates monthly returns with realized volatility derived from daily data spanning 2019–2025. This study utilizes structural break detection, rolling-window correlations, event-window techniques, and GARCH-X volatility modeling to evaluate the transmission of uncertainty across these markets. The findings indicate that while TPUI exerts minimal influence on average returns, it significantly affects the volatility patterns and cross-asset interactions. Gold generally experiences stable or slightly reduced volatility during periods of elevated TPUI, highlighting its defensive nature. Conversely, Silver demonstrates increased volatility, reflecting its sensitivity to industrial activity. Mid-cap stocks exhibit heightened volatility when the TPUI escalates in conjunction with broader global stress. This study provides a comprehensive assessment of how trade-related uncertainty impacts risk behavior in various market segments.

India's Emergence as a Digital Economy and its Uneven Futures: The Changing Work- Security Dynamic.

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Abstract

India is slowly transitioning into a digital economy, recalibrating growth in the economy and overhauling labour-market dynamics. This paper analyses how India's accelerating digital economy which is sustained by swift growth in the GDP, policy reforms, and digital public platforms influences with emerging landscapes of work, economic inequality and financial insecurity. The research aims to analyse the manner in how digitalisation determines employment structure, security of job, regional inequalities, and to examine if India's current growth transformation is creating a sustainable and dignified employment opportunities. Methodologically, this study employs a descriptive analytical research design, utilising data from the National Economic Surveys, Economic Survey of India, IMF, labour-market datasets, and secondary research on digital employment. Employing the "Multidimensional Inequality Framework (MIF)", this analysis examines the effect of digital integration among the various socio-economic population. The findings of the study uncover three key trends. Firstly, India's digital economy enabled by GST reforms, Fintech Expansion, Production Linked Incentives (PLI), and Nationwide Broadband access is creating new digital employment role, AI-enabled services and gig work. However, these jobs frequently lack stability in income and social security. Secondly, a digital disparity between the states, rural-urban populations, income groups and gender, constraining fair participation in digital work opportunities and reinforcing existing disparities. Thirdly, meanwhile India's economic outlook appears strong (6.3%-6.8% in FY 2025-2026), the positive outcomes of digitalisation are unfairly allocated with the absence of parallel investments in high-speed and affordable connectivity, digital skills, and equitable labour-market structure.

Skill Mismatch in the Indian Labour Market: Patterns and Determinants

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Abstract

Skill mismatch refers to the gap between the qualifications that workers hold and those needed for their positions, which can occur as either over-qualification or under-qualification. These mismatches result in allocative inefficiency, leading to lower productivity and economic losses. This study utilizes the National Classification of Occupations (NCO) in conjunction with the International Standard Classification of Occupations (ISCO) and the National Skill Qualification Framework (NSQF) to assess the prevalence of over-education and under-education among various Indian states, sectors, and social groups. Despite significant growth in formal education, increasing enrolment in higher education, and multiple government initiatives aimed at skill development, the Indian labour market continues to demonstrate ongoing disparities, including both a scarcity of job-relevant skills and a large number of educated individuals who remain underemployed. By synthesizing national data trends from the (PLFS), previous empirical research, and theoretical frameworks, the study highlights that under-qualification in primary sectors and over-qualification in tertiary sectors markedly reduce labour productivity across different states and industries. Furthermore, the paper identifies various demographic, educational, and institutional elements that influence the outcomes of mismatches, including gender-based occupational segregation, disparities among social groups, and weak linkages between industry and academia. The findings show that over 60% of Indian workers experience some kind of skill mismatch either overqualification, under-qualification, or field-of-study mismatch highlighting the pervasive mismatch between workforce capabilities and the skill needs of open positions. The study concludes with policy suggestions that advocate for cohesive vocational pathways, effective labour market information systems, and curricula that respond to industry needs.

Entrepreneurship Opportunities in India's Sacred Cities: A Comparative Case Study of Ayodhya and Varanasi

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Abstract

The research paper compares and contrasts the entrepreneurship opportunities in two of the largest sacred cities of India- Ayodhya and Varanasi with particular focus on how the religious tourism impacts the creation of livelihoods in the area. A comparative case study design is adopted based on cross-sectional primary field survey data that is gathered on 270 local entrepreneurs (120 in Ayodhya and 150 in Varanasi) involved in tourism-related and supporting economic activities. The characteristics of enterprises and patterns of income are analyzed using descriptive statistics and comparative analysis. The findings show that there are evident differences between both cities. Ayodhya is representative of a new sacred-city economy centered on new enterprises, necessity-driven and Varanasi is more mature and diversified in its entrepreneurial form with much more stable income dynamics. The findings make evidence-based contributions to the sacred-city planning, MSME support, and policy-making, which is grounded on livelihoods. The paper provides the comparative insights that are rare and based on the primary field data on the sacred cities. The design is cross-sectional and narrows the generalization because of the two cities.

BookHub: A Role-Based Digital Platform for Book Reuse, Exchange, and Donation

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Abstract

BookHub is an all-around role-based digital application that makes reusing and trading of books, donating and accessing digital study material easy to students, book enthusiasts and competitive exam contestants. It also solves the pressing problem when valuable reference materials are wasted after the exams, and new learners can afford not only physical books but also digital documents. The platform will have two dashboards (Buyer (User) Dashboard and Seller (Admin) Dashboard): The Buyer (User) Dashboard will allow searching and booking, ordering, reviewing physical books, and downloading digital study materials, whereas the Seller (Admin) Dashboard will allow full management of books and other digital resources, including their details addition, availability management, and transaction processing. The main characteristics are the built-in chat, automatic availability notification, unified listings, and direct digital downloads to get immediate access to study material. BookHub promotes community cooperation in terms of peer-to-peer communication, donation and purchases/exchange as well as digital sharing. It achieves a sustainable ecosystem by integrating both the physical book circulation with the distribution of the digital documents, which lowers the amount of waste, allows learning to be affordable, and allows access to study materials both in the urban and rural areas.

AI-enable Comparative study of Minimum Support Price (MSP) and its Economic impact on Farmers in Northern and Southern states in India

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Abstract

The Minimum Support Price (MSP) system in India is a critical agricultural policy instrument designed to provide price security to farmers by guaranteeing a minimum price for their produce. This paper conducts a comparative study of the MSP and its economic impact on farmers in the Northern and Southern states of India, highlighting regional disparities and varied outcomes. In Northern states such as Punjab, Haryana, and Uttar Pradesh, MSP implementation is more robust due to well-established procurement infrastructure, leading to higher income support predominantly benefiting large farmers with extensive landholdings. Conversely, in several Southern states, the MSP mechanism is less effective, largely due to limited procurement facilities and market access, resulting in weaker price realization for farmers. The economic effects also differ with crop patterns and farming scales, as MSP incentivizes production of staple crops like wheat and rice, often resulting in monocrop cultivation with environmental concerns, especially in water-scarce areas. Despite its intention to bolster farmer income and reduce rural distress, MSP shows varied impacts; in some regions, income gains from MSP fail to offset increased production costs or encourage crop diversification. This regional disparity underlines the need for tailored policy interventions that consider local agro-climatic and market conditions. The study further suggests that a sole reliance on MSP may not be sufficient for sustainable farmer welfare; complementary measures such as improved market infrastructure, direct income support schemes, and diversification incentives are essential to enhance the livelihoods of small and marginal farmers across India.

Decoding Sustainable Growth: An Empirical Study of Ecological Footprint, Electricity Power Use, Trade Openness, and GDP

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Abstract

India has shown great advancement toward Sustainable Development Goal (SDG) 7, which is revealed by its average ecological footprint of 0.8 global hectares, which continues to be below the world average. This research studies the linkage between electricity power consumption, clean energy R&D, technology trade openness and economic growth on India's ecological footprint from 2001 to 2023. By using Autoregressive Distributed Lag (ARDL) approach, it evaluates both short run and long run dynamics. The findings show that electricity power consumption substantially rises the ecological footprint, emphasizing India is highly relying on fossil fuel-based electricity. Clean energy R&D shows diverse short-run effects but contributes to reduce ecological footprint in the long run. Trade openness and GDP have statistically no significant impact in the short run. In short, the study suggests that renewable energy expansion, technology-driven innovations, and sound environmental policies are significant for reducing India's ecological footprint and supporting long-term sustainability incongruence with SDG 7 objectives.

MITRA-X: A Low-Cost Human-Centric Embedded Interaction Microboard for Enhancing Digital Workflows

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Abstract

The rapid expansion of digital tools has increased the complexity of everyday computer workflows, requiring users to rely on numerous keyboard shortcuts, mouse actions, and software-specific commands. This complexity often results in higher cognitive load, reduced efficiency, and accessibility barriers, particularly for students, early-stage professionals, and users in resource-limited settings. To address these challenges, this paper introduces MITRA-X, a low-cost, user-friendly embedded interaction microboard designed to simplify digital workflows through customizable, hardware-based input mechanisms. MITRA-X is a compact, programmable system that functions as a USB Human Interface Device, enabling users to execute frequently used or repetitive commands through single-key actions. Built using an affordable microcontroller (XIAO RP2040) and a custom-designed printed circuit board, the system emphasizes low cost, modularity, and ease of customization. Unlike conventional input devices, MITRA-X allows users to customize both the physical layout and functional behavior of keys according to individual workflow requirements, supporting applications such as programming, academic work, digital content creation, video editing, CAD modeling, and graphic design. Grounded in human-computer interaction principles, the design aims to reduce mental effort and enhance productivity. The system is evaluated through comparative analysis of task completion times and user experiences with and without MITRA-X. The findings indicate improved workflow efficiency, reduced reliance on complex shortcuts, increased user comfort, low power consumption, and substantially lower cost compared to commercial macro input devices. This work highlights the potential of affordable, customizable embedded solutions to enhance digital accessibility and everyday productivity.

Digital Humanities, Society, and Media

Hybrid Futures: Examining Technology-Mediated Partnerships Between Human and Non-Human Agents

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Abstract

New types of cooperation between human and non-human agents have been made possible by the quick development of digital technology, which has completely changed the nature of human contact. The research explores the ways in which algorithmic systems, digital interfaces, artificial intelligence, and networked platforms alter human agency, identity, and creative expression. This study aims to investigate how hybrid partnerships—in which people and machines co-produce actions, meanings, and decisions—emerge and how modern literature imagines, analyses, and redefines these changing interactions. The study, which is based on qualitative research, uses textual analysis of two literary works—Dave Eggers' *The Circle* and Annalee Newitz's *Autonomous*—that graphically depict human-machine entanglements. While Eggers' book demonstrates how digital platforms and algorithmic surveillance influence human conduct, Newitz's science fiction envisions a future in which autonomous robotics, biotech, and artificial intelligence either support or oppose human actors. This study analyses how these narratives create fluid borders between human and non-human beings using interface theory (Galloway, 2012) and post humanist theory (Braidotti, 2013; Haraway, 1991). The main conclusions show that technology interfaces actively contribute to meaning-making rather than just mediating human behaviour, creating hybrid spaces of agency. Literature shows that these partnerships reflect intricate discussions of power, ethics, creativity, and identity rather than being solely utopian or dystopian. Additionally, the study demonstrates how digital partnerships challenge conventional human-centered frameworks by redefining labour, surveillance, embodiment, and autonomy.

From Print to Pixels: The Narrative Evolution in Digital Adaptations of *The Jungle Book*

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Abstract

The research paper delves into the narrative progression of *The Jungle Book* as it transitions from its original print form to contemporary digital renditions. It examines how technological mediation transmutes thematic representation, character development and audience reception. Anchored in adaptation theory, transmedia narratology situates the literary discourse in multimodal, interactive and algorithmically curated retellings across animation, over-the-top (OTT) platforms, virtual reality simulations and ludic storytelling in multi-sensory diegetic spaces. The study foregrounds how digital affordances restructure narrative architecture where textual linearity is supplanted with polyphonic plot pathways, immersive narrative spatiality and participatory engagement facilitated by digital affordances. The role of children has now changed from passive recipients of knowledge to co-creators of meaning who navigate and negotiate the meaning through active engagement with the text. As a result of this discursive transfiguration in children's literature, the learning potential of young readers is accentuated as they move from text to screen. Adults, however, apprehend the layered subtext through symbolic representation that extends far beyond the surface plot of jungle expedition. The cinematic innovation through motion capture technology has revitalized the anthropomorphic animal fables as potent tools of moral instruction. The interplay of vivid imagery, nuanced vocal modulation and cinematic aesthetics collectively scaffold affective responses that augment comprehension and resonate among young audiences. The kinetic visual composition promotes perspective shifts within the text's palimpsests and situational reasoning, leading to rich experiential learning outcomes. Through the application of media semiotics, the text is reauthorized as an inclusive, fluid and proliferating narrative that caters to the child's cognitive, emotional and socio-cultural matrix while also providing a delightful learning experience.

South Asian Digital Epistemicide: AI, Algorithmic Amplification and the Reproduction of Colonial Logics in the Commodification of South Asian History, Heritage and Culture

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Abstract

This paper examines how the recent rise of generative AI and the constant mediation of digital platforms, reproduce colonial logics by again positioning South Asia as a site of “discovery”, “exploration” and “excavation”. It argues that the contemporary commodification of South Asian heritage constitutes a newer, more insidious form of epistemic injustice, than the simple straightforward discrimination of the past. With the aid of a postcolonial digital humanities lens, the paper engages Miranda Fricker’s framework of epistemic injustice alongside Appadurai’s concept of “fetish of the global”. It combines critical discourse of analysis of algorithmic circulation with close reading of the aesthetic framings through which South Asian culture is globally mediated. While the analysis is grounded primarily in Indian contexts, its implications extend across South Asia’s postcolonial modernity. The analysis reveals that South Asian history and heritage are increasingly vulnerable to commodification, where cultural legacies are trademarked, remixed and rebranded to satisfy the over-consumption trends of the global market, emptying them of context. This process does not simply repeat older colonial logics, it innovates them for the digital age by quietly legitimising cultural extraction under the rhetoric of “cultural appreciation”, while at the same time never letting us forget our place in the ladder of racial hierarchy. What emerges is a digitally sustained form of epistemic erasure, one that packages exploitation as fraternity. This paper calls for more robust digital policy and cultural frameworks that safeguard epistemic integrity of our culture. This includes algorithmic accountability, recognition of community authored knowledge systems and international protection against the uncredited mining of cultural heritage in generative AI and mass media.

Role of Digital Literacy in the Participation of Women in Vocational Training in Lucknow Distt. (U.P.)

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Abstract

Vocational Training plays a crucial role in the economic independence of women by providing them with employment opportunities and improving their decision-making ability. It further increases the participation of women in the workforce which in turn boosts the Country's GDP effectively. The digital space has transformed rapidly since the post-pandemic era and has become relevant in almost every sphere of the contemporary world. It has reshaped the access to education, employment and skill development, making digital literacy a key component in determining women's participation in Vocational Training Institutes. This study uses primary data collected during conducting pilot study on the PhD research title "Role of Vocational Training Institutes in Skill Development of Women in Lucknow Distt. (U.P.)". Some questions related to digital literacy and ownership of digital devices were asked from 75 respondents of two government run Industrial Training Institutes in Lucknow District. The data collected is relevant in understanding how digital literacy provides an access to women in participation in vocational training institutes. The findings suggest that all the respondents own a mobile phone and a lot of them were able to take help of websites such as Google, YouTube and ChatGPT to know more about the vocational training programs before enrolling themselves into one. The study emphasises on the urgent need for digital literacy programs inclusive of all the sections of society of all age groups to increase women's participation in the vocational training institutes so they can improve their lives and contribute to the society as well.

From Detection to Interpretation: A Digital Humanities Approach to AI-Generated Academic Writing

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Abstract

The most recent developments in the field of large language models (LLMs), particularly OpenAI's ChatGPT, have reshaped academic writing by producing text that closely resembles human prose. While these developments have generated interest in pedagogical innovation, they have also raised concerns regarding authorship, narrative Voice, and academic integrity. Existing scholarship broadly addresses these issues through AI-detection systems or qualitative descriptions of stylistic traits; however, few studies integrate quantitative linguistic analysis with interpretive humanities-based inquiry in an accessible and explanatory framework. This study addresses that gap by proposing a mixed-methods Digital Humanities approach that combines computational stylometry with qualitative narrative interpretation. The objective is to examine how LLM-generated academic writing differs linguistically and rhetorically from human-authored prose, and what these differences imply for pedagogy, authorship, and epistemic fairness. To operationalise this approach, the study develops Voice Detect, a client- side, browser-based DH tool designed for interpretability rather than classification. The corpus consists of ten paired argumentative essays written by Indian UPSC aspirants (900–950 words each), alongside parallel essays generated using GPT-4o through controlled prompts. Findings reveal nine stable stylistic contrasts across all pairs. AI-generated texts exhibit higher lexical evenness, increased hedging, syntactic regularity, fewer personal pronouns, and higher readability scores, resulting in a polished yet detached academic voice. In contrast, human essays exhibit greater syntactic variation, rhetorical ornamentation, and contextual irregularity, reflecting culturally situated narrative identities. The study demonstrates how computational methods can function as interpretive tools within humanities research rather than solely as detection mechanisms.

Conceptualising Derridean Deconstruction by using Binary Literary Coding Method (BLCM) and Hierarchical Inversion Test (HIT) for literary analysis

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Abstract

Deriddean Deconstruction, since its inception has significantly shaped the scholarship around humanities yet its methodological application lacks replicability and requires analytical standardisation. With the growing need for computational methods in the literary field there's a pressing need for frameworks that retain the subjectivity of the humanities field and enable systematic, data supported inquiry into the philosophy of literary criticism. Addressing this gap, the present study introduces two original methodological frameworks -the Binary Literary Coding Matrix (BLCM) and the Hierarchical Inversion Test (HIT). Methodologically, this two-stage analytical design was created by combining the philosophy of binary tagging and destabilising the dominant binary's supremacy over the other. In the first stage, the BLCM applies a multi-layered coding protocol to identify and classify the binary pairs based on their relationship in the text. This will create a binary coded matrix that has been produced at narratological and symbolic level showcasing a visual and quantifiable system. In second stage, the HIT evaluates the selected binaries and creates a weighted scoring system. It measures the subversion when the subordinate binary overtakes the dominant one. This narrative inversion index creates a metric that showcases the binary disruption and establishes the proof for deconstruction theory. The study has two types of implications - first, is a formalised and scalable methodology for humanities research specifically for studies related to the field of gender, trauma, postcolonial conflict, or silence. Second, is that it opens new pathways in the field of digital humanities wherein the integration exhibits a potential for machine-learning assessed literary analysis.

Exploring How VARK-based Learning Style Preferences Determine the ICT Usage among Higher Education Students

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Abstract

This research examines the correlation between the use of Information and Communication Technology (ICT) in organizations and learning styles in accordance with VARK – Visual, Auditory, Reading/Writing, and Kinesthetic – and determines the necessary requirements for certain digital tools and their impact on digital learning depending on learning style. Statistical analysis bases on structured survey completed by 200 secondary and tertiary students. thematic analysis of interviews with 20 educators provided the qualitative insights based on the experience of working with students in the classroom environment. The analysis revealed a significantly positive correlation between the use of ICT and academic performance while showing which kind of organization development effort seems to be more suitable for a specific learning style. The most effective digital applications for visual learners were presentations and infographics for auditory students – podcasts and audio-enhanced organizational development tools, for kinesthetic learners – simulations and ‘dry labs’, and for students with Reading/Writing learning preferences, there are e-learning applications with structured texts and digital sources. Educators reported improved involvement and motivation among students based on their preferences, demonstrating the radical change opportunities for digital learning. This research supports the vast array of educational technology knowledge and practice experience with online learning by proving the importance of learning styles for in the implementation of digital educational interventions. This information can inform the development of educational policy and establish the importance of using technology in education.

When Parsai Meets the Machine: A Study of Translation Accuracy and Limitations with Bing Translator

Pratibha

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Abstract

This paper examines the accuracy and limitations of machine-based translation through a focused study of Harishankar Parsai's selected essays using Bing Translator. Machine translation has advanced rapidly due to neural architectures, deep learning techniques, and large multilingual corpora. However, literary texts, particularly those rich in satire, cultural references, and linguistic creativity, continue to expose persistent challenges. Parsai's essays, renowned for socio-political critique, wit, and unique linguistic style, provide an ideal context to evaluate these developments. The study analyzes machine-generated translations to identify key strengths, including improved sentence structure, lexical choice, and general semantic alignment in straightforward contexts. Yet, it also highlights significant weaknesses: MT systems often fail to capture irony, subtle humor, cultural idioms, and colloquial expressions, resulting in literal translations that distort or dilute meaning. The research demonstrates that satire, dependent on historical and socio-cultural cues, remains particularly difficult for algorithms to interpret. Findings underscore the persistent gap between human and machine translation, emphasizing that AI lacks the emotional intelligence and contextual understanding needed for literary fidelity. The study ultimately argues for a hybrid approach, combining human expertise with machine translation to achieve accurate and culturally nuanced interpretations of Parsai's work.

Social Media: Providing Space for Digital Performance and Identity

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Abstract

Social media has become a defining space of human interaction in the digital age, where identity is no longer static but performative, dynamic, and multifaceted. This paper explores how digital platforms such as Instagram, TikTok, Facebook, and X (formerly Twitter) enable individuals to construct and perform multiple identities. Drawing upon Erving Goffman's dramaturgical model and Judith Butler's theory of performativity, the study examines how online spaces serve as stages for digital self-presentation. The paper also discusses how algorithms, aesthetics, and audience feedback shape identity formation, as well as the ethical and psychological implications of these performances. Through a combination of theoretical analysis and illustrative case studies, this research highlights social media as both a creative space for self-expression and a constraining arena shaped by visibility, validation, and surveillance.

Digital Afterlives of Regional Queer Films: Archival Ethics and Accessibility in Odia Cinema

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Abstract

This study examines how new-age digital archival practices and online circulation reshape the ethical, accessible, and inclusive reception of queer narratives in Odia cinema. Regional queer representation has remained under-documented, often restricted to metaphor, silence, or peripheral characterisation historically. This research observes whether, with the expansion of digital humanities infrastructures—including online archives, OTT platforms, subtitling ecosystems, and community-driven repositories—these films re-enter public discourse in transformed ways or still face reflexive backlashes. The purpose is to analyse how digitalisation affects the visibility, interpretation, and ethical framing of queer identities in Odia cinema. Methodologically, this study employs qualitative textual analysis under a digital humanities lens to investigate three films across four decades: *Maya Miriga* (1984), *Paree Pain Phula Tie* (2002), and *T* (2023), alongside their availability, distribution on digital platforms, presence in archives, user-generated paratexts, and subtitling or restoration processes mediating wider accessibility. Findings suggest the digital turn alters the ethical landscape of regional queer cinema unevenly for Odia narratives. While *Maya Miriga*'s coded intimacies gain new interpretive possibilities through online scholarly engagement, it remains inaccessible on OTT platforms. *Paree Pain Phula Tie*'s treatment of gender nonconformity becomes newly contextualised through digital identity discourses. *T*, though screened at global festivals and gaining international recognition, remains nationally inaccessible. Ethical challenges also emerge—misclassification, sensationalised tagging, and loss of cultural specificity in digital environments.

Negotiating Food Practices in Bengali Inter-Community Marriages: A Study in Urban Bengaluru

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Abstract

This study aims to understand how Bengali spouses in inter-community marriages negotiate everyday food practices in urban Bengaluru. There is extensive scholarship on the hybrid nature of Bengali food, but it focuses on large-scale, historical changes and so the negotiations and conflicts that emerge at the family level remain entirely unexplored. This creates a need to understand the role of Bengali spouses in these marriages – how they adapt, resolve and reinvent food traditions when cultures differ – with migration adding another level of compromise and negotiation that would not be visible within Bengal (limited availability and high cost of ingredients). A key focus is the role of women in such negotiations and the gendered labour performed by them as primary guardians of culinary traditions. The study focuses only on Bengalis in inter-community (inter-caste, inter-regional, inter-religious) marriages and their partners living in Bengaluru. A qualitative, ethnographic approach will be taken to understand people's personal experiences and life stories through in-depth interviews. This study will contribute to existing research in the fields of Food Studies by showing how cultural exchange occurs at a domestic level; Gender Studies by highlighting the role of gender in such negotiations; and Migration Studies by showing how migrants recreate food in new environments.

Post-Truth a Fact or Fiction: The Politics of Misinformation, Fake News, and Mirroring of Society in George Orwell's *1984* and *Animal Farm*

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Abstract

This research examines the dynamics of post-truth, where ineffectiveness of objective facts and figures is contrasted with the appeal to the community's emotion and personal belief. The paper aims to determine the functioning of power politics in society. Through analysis of George Orwell's *1984* (1949) and *Animal Farm* (1945), the study explores how the blurring of truth occurs through the art of manipulation, falsity, and the reshaping of facts and figures. This paper encompasses the mechanism of power politics to control the psyche of the masses and to forge consenting subjects through media narratives and hegemonic agencies. It deals with concepts like the circulation of news, ideology formation, and redefining narratives. The paper probes how personal narratives over empirical facts foster ideas like conspiracy theories and how they become an alternative truth. It explores the lines between the circulation of opinions and the imposition of opinions. The application of Arendt's defactualization, Gramscian hegemony, and Foucauldian power-knowledge integrates the concept with its application. This research employs a qualitative approach to locate the authenticity of post-truth as a concept. The study employs a twofold approach of close textual and theoretical analysis to delve into the themes of alternative facts, manipulation, propaganda, and ideology formation. The paper aims to reflect on the concept of post-truth as a fact or fiction. By narrativizing the art of misinformation as an effective tool for dominance. It questions the authenticity of Conspiracy Theories and Fake News as alternative narratives and reflects on societal politics by a parallel analysis of Orwellian dystopian novels.

Reframing Society in the Digital Age: Citizen Journalism and Alternative Media as Challenges to Mainstream Narratives

Shikha Negi

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Abstract

The rapid growth of digital platforms has enabled alternative media and citizen journalism to challenge mainstream media and dominant narratives. Analysing how new media affect public perception, reshape ideology, question credibility, and promote diverse voices is the main goal of this study. It explores how citizen journalism and alternative media challenge mainstream narratives and reshape the relationship between media and society by questioning agenda-setting roles and narrowing the gap between institutional journalism and grassroots reporting in a highly digitalised era. This research adopts a mixed-method design. Content analysis of selected citizen journalism platforms and community media provides quantitative insights, while audience surveys across age and socio-economic groups examine perception, trust, and consumption patterns. In addition, in-depth interviews with frequent users of alternative media offer qualitative insights into challenges and digital strategies. The study finds that citizen journalism and alternative media enhance the free flow of information and civic engagement. These platforms build credibility within specific communities by highlighting issues overlooked by mainstream media. However, concerns remain regarding misinformation, limited fact-checking, and lack of editorial oversight, which affect long-term trust. Audience perceptions vary generationally, with younger users favouring non-mainstream sources and older audiences remaining more sceptical. The research contributes to global scholarship by synthesising citizen journalism and alternative media, showing how grassroots media both complement and contest mainstream journalism in shaping public discourse.

From Misinformation to Regulation: Navigating India's Fake News Crisis

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Abstract

Fake news, consisting of manipulative or fabricated content framed as trustworthy journalism, undermines democratic discourse. While misinformation has historically been present around the world and has been used as a potential tool for shaping people's opinions and building narratives, the advent of digital media, social platforms, and algorithmic amplification has magnified its reach and impact. This paper is based on the review of 20 scholarly studies to elucidate the definitions, categorizations, and responses to fake news, with a particular focus on the Indian context, which remains underrepresented in global research. The primary objectives of this paper are to explore the conceptual and historical evolution of fake news, analyse its dissemination and challenges within India, and identify strategies to mitigate its effects based on available literature. Employing a conceptual review methodology, this paper systematically reviews and synthesizes peer-reviewed literature, policy frameworks, and research datasets to highlight dominant themes, research gaps, and potential policy responses. The findings indicate that the majority of existing literature is Western-centric and lacks attention to Asia's multilingual and socio-cultural dimensions. In India, fake news proliferates due to high social media usage, low digital literacy, and political polarization. This study underscores that addressing misinformation necessitates a balanced approach that integrates ethical journalism, effective governance, and sustained media literacy initiatives. The review concludes that fact-checking and AI-based detection tools offer promising solutions but are constrained by issues of accessibility, public awareness, and policy limitations. This study emphasizes the urgent need for cross-disciplinary collaboration and India-specific strategies to enhance societal resilience against misinformation.

Late Capitalist Digital Anxieties and the Dissolution of Selfhood in Chetan Bhagat's *One Night @ the Call Centre*: A Lacanian Reading (of the Mirror Stage)

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Abstract

The Lacanian psychoanalytic reading of Chetan Bhagat's *One Night @ the Call Centre* (2005) aims to be of high academic significance by providing a revealing cultural archive of identity formation under conditions of digital labour, emotional surveillance, and postcolonial precarity—aspects that illustrate how technologically mediated workplaces restructure the Imaginary, Symbolic, and Real and produce fragile, data-driven forms of selfhood in contemporary India. Drawing upon Lacan's theory of the mirror stage, Žižek's analyses of ideology and desire, and contemporary work on digital subjectivity, the paper contends that the call-centre workspace functions as a “technological mirror” that produces alienated forms of ego coherence through scripts, metrics, and performative labour. The characters' psychological fragmentation, emotional exhaustion, and oscillation between aspiration and self-doubt illuminate how digitally mediated labour restructures affect and selfhood. The article situates these psychic dynamics within the broader landscape of post-liberalisation India, where global outsourcing industries reshape time, language, and identity. Through a close textual analysis, the paper demonstrates how the novel's pivotal “God call” dramatizes a rupture of the Real that momentarily disrupts the Symbolic order governing the characters' lives. Ultimately, the article argues that Bhagat's narrative exposes the deep psychic costs of late capitalist digital labour, particularly for subjects negotiating global demands within postcolonial conditions.

Deepfake Misinformation on Social Media: The Case of Indian Celebrities

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Abstract

This research examines the emergence of deepfakes as a critical frontier in misinformation on social media, with a particular focus on the misuse of Indian celebrities. Deepfakes have evolved from novelty applications and entertainment tools into sophisticated instruments of deception. Their growing circulation across social media platforms has increasingly blurred the distinction between authentic and fabricated content, thereby intensifying the contemporary misinformation crisis. In the Indian context, the study observes that deepfake technology is predominantly exploited through fabricated celebrity endorsement videos and audio clips, in which well-known film actors and public figures are falsely represented as promoting financial schemes, investment platforms, or commercial products. Such manipulated representations systematically capitalise on the credibility, familiarity, and aspirational value associated with celebrities, enhancing their effectiveness in misleading audiences and facilitating digital fraud. The primary objectives of this study are to examine the modes through which deepfakes involving Indian celebrities are produced and circulated on social media, to analyse the mechanisms that enable their rapid dissemination, and to assess the broader social, ethical, and regulatory implications of these practices. The study adopts a qualitative content analysis methodology, drawing on documented cases reported by reputable news organisations, including BBC News and Business Standard, to identify recurring patterns, themes, and strategies associated with deepfake misinformation. The findings indicate that celebrity based deepfakes are marked by high visual realism, emotional appeal, and strategic narrative framing, which together increase their persuasive power and accelerate their virality across platforms.

Digital Culture and Its Impact on the Self-Identity of Emirati Youth

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Abstract

The United Arab Emirates (UAE) is marked by its rapidly expanding digital landscape and strong social media penetration. In that space, social media has emerged as a powerful force able to shape the nuances of self-identity, particularly among the Emirati youth. This study investigates how digital culture influences the self-identity of Emirati youth in the United Arab Emirates. The purpose is to examine the role of social media as a tool in shaping cultural perceptions, identity formation and expression for Emirati youth to express and promote their cultural heritage. Adopting a deductive approach, the research employed a quantitative method distributing survey online to 100 Emirati youth aged 18–35. The respondents were determined using simple convenience sampling, with efforts made to ensure diversity in gender, age, and socio-economic background among the participants. Data was analyzed using descriptive and inferential statistics to establish relationships between social media usage and cultural identity factors. Findings point to a majority of participants noting social media as a positive influence on cultural awareness and identity formation, enabling both the preservation of Emirati heritage and openness to global cultural elements. However, exposure to diverse cultural narratives also creates identity challenges, prompting youth to reconcile traditional values with contemporary lifestyles. The study implies that digital platforms can serve as tools for cultural preservation, empowerment, and dialogue, provided that strategic initiatives promote balanced representation of Emirati values.

Performing Entrepreneurial Identity: How Female Founders Construct Credibility on Shark Tank India

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Abstract

This paper will examine how women entrepreneurs on Shark Tank India are framing their professional identity, communicating the business value, and negotiating investor confidence as a result of strategic self-presentation. In a bid to offer a logical insight, this paper explores the pitch behaviours of eight female entrepreneurs, who represent different industries: Poonam Bir Kasturi (Daily Dump), Kshitija Bhosale (Without), Shruti Jindal (Farda), Megha and Manasi Deshpande (Aas Vidyalaya), Trupti Laddha (Skippi Ice Pops), Shivani Sodhia (MISU Sushi), Divya Tejwani (The Simply Salad), and Perna Kalra (Daalchini). The story of the experiences can be summarized as the way in which women founders portray credibility, innovation, and resilience in the course of investor negotiations. As a methodology, the study will be based on a qualitative content-analysis framework. Coding was applied on the selected episodes about these entrepreneurs to discuss those patterns of verbal communication, techniques of pitch structuring, negotiating, and non-verbal communication including posture, tone, and emotional control. The results suggest that these business people often use the clarity-based storytelling, customer-focused argumentation, and transparent financial reasoning. The conclusion emphasizes the fact that management students are able to draw great pedagogical insights out of these entrepreneurial acts. Their discussion of pitch tips provides the student with the useful information regarding opportunity communication, leadership under the examination, gender-focused negotiation behaviour and entrepreneurship mindset development.

NEP and Educational Reforms & Indian Knowledge System

Mapping Research on India's National Education Policy 2020: A Bibliometric Study

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Abstract

The National Education Policy (NEP) 2020 is a major reform policy expected to revolutionize India's education system at all levels. Since its inception, NEP 2020 has generated a growing body of scholarly literature dealing with policy design, implementation issues, and sector- based reforms. This paper systematically maps and analyses scholarly research on NEP 2020 published between 2020 and 2025 using bibliometric techniques. The research design is bibliometric, based on peer-reviewed publications from the Scopus database. Rayyan AI was used to screen records, refine them, and remove duplicates to ensure topical relevance and data quality. Biblioshiny conducted performance analyses such as annual scientific production, author productivity, influential journals, and leading institutional affiliations. VOSviewer created network visualisations, including keyword co-occurrence, overlay visualisation, and co-authorship networks, to explore thematic structure, temporal evolution, and collaboration patterns in NEP 2020 scholarship. Results indicate research output increased sharply after NEP 2020's introduction, with production concentrated in India. The Journal of Engineering Education Transformations has the highest publications. Christ University is the most productive affiliation, and country- wise analysis shows India dominates while international contributions remain minimal. Keyword co-occurrence reveals a dominant cluster around NEP 2020, education, curriculum, teacher training, professional development, and India, emphasising policy implementation and capacity building.

Digital Divide and Educational Aspirations of Tribal Youth of Attappadi, Kerala

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Abstract

The digital revolution has reshaped access to education, communication and opportunity, yet its benefits remain unequally distributed. This literature-based study explores the intersection between the digital divide and educational aspirations among tribal youth in Attappadi, Kerala—one of the most socio-economically disadvantaged and digitally excluded tribal regions in India. Despite Kerala’s overall progress in literacy and digital initiatives, intra-state disparities persist, with tribal communities facing compounded barriers due to geography, poverty, cultural marginalization and infrastructural neglect. The research systematically examines three dimensions of the digital divide: (1) access to devices and internet connectivity, (2) digital literacy and purposeful usage and (3) educational and aspirational outcomes resulting from digital engagement. It finds that tribal youth in Attappadi often lack personal devices, face frequent power cuts and encounter unreliable connectivity. The literature review highlights how aspirations remain narrowly framed in the absence of digital exposure, with many youths unaware of pathways beyond subsistence labour or locally visible roles. These findings provide a vital foundation for policy formulation and future empirical inquiry aimed at equitable educational transformation in tribal India. This review underscores critical research and policy gaps, including a lack of localized interventions, insufficient attention to second- and third-level digital divides and minimal incorporation of tribal voices in digital education planning. By situating Attappadi within both national and global discourses on digital exclusion, the study advocates for context-sensitive, culturally embedded and youth-centered digital inclusion strategies.

Benefits of Transcendental Meditation in Education: A Narrative Review.

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Abstract

Transcendental Meditation (TM) has received a lot of attention in the past few decades as a scientific technique with recorded benefits in the areas of psychological well-being and academic performance in educational settings. The main purpose of this review is to synthesize the relevant empirical and theoretical literature assessing the impact of TM on students and teachers with main emphasis on reduction of stress, cognitive performance, academic outcomes and emotional regulation. This paper is a narrative review and includes peer-reviewed studies and longitudinal research on TM conducted in schools and universities in different parts of the world. Relevant studies were retrieved from academic databases and analysed thematically to identify underlying conceptual patterns. The key findings suggest that regular practice of TM is linked to reduction in anxiety, and perceived stress in students. Findings also indicate that TM leads to improved attention, better cognitive performance and emotional well-being. The paper also reviews the role of TM in enhanced academic outcomes such as better grades and more classroom engagement. Many studies highlighted institutional benefits such as reduced behavioural problems amongst students and increased attendance. Unlike other concentration-based techniques, TM is categorized as a simple, effortless and natural technique, requiring no lifestyle changes, which may be a contributing factor in its easier implementation among students. This paper's originality is its emphasis on Transcendental Meditation as a distinct practice within educational research, rather than categorizing it alongside other meditation approaches as a generalized intervention. The review contributes to a more refined understanding of how TM distinctly fosters well-being and learning in educational settings by highlighting technique-specific outcomes.

Re-Imagining Indian Higher Education: NEP 2020 and the Epistemic turn towards Holistic and Liberal meaning.

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Abstract

The National Education Policy (NEP) 2020 is a radical and indeed a timely move in Indian higher education. It goes beyond specialization to embrace holistic, multidisciplinary and values-based learning. Through the renewal of the liberal arts and the acquisition of a wide range of knowledge, NEP 2020 will see the graduates as not merely competent but also socially responsible, ethical and global citizens. The paper is based on a secondary source that includes official NEP documents, briefs prepared by UGC and AICTE, and other appropriate academic articles. Using the qualitative thematic analysis four major concepts were identified such as creativity, interdisciplinarity, ethical learning, and knowledge pluralism. These are discussed in the works of Paulo Freire, whose dialogical pedagogy encourages critical and participative learning; of Émile Durkheim, whose moral and social education, and Boaventura de Sousa Santos, whose epistemic diversity, through his epistemologies of the South. This paper relies on relating policy discourse to philosophical thinking to interpret NEP 2020 not as an administrative reform but a more profound epistemic and cultural change. Finally, the paper notes that NEP 2020 places India at the centre of a larger international trend to rethink higher education as engaging in liberal, inclusive, and humanistic learning. The results provide recommendations to scholars, organizations, and policy makers who are determined to develop intellectually and ethically transformative education.

Designing Adaptive Clothing for School Children with Cerebral Palsy and Assessment for its Effectiveness

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Abstract

This study explores the development of adaptive school clothing tailored for children with cerebral palsy (CP), aiming to enhance their independence, comfort, and inclusion within educational environments. A mixed-method participatory approach was adopted, involving children with CP, parents, therapists, and educators across three iterative prototype design cycles. The research identified critical issues in conventional school uniforms- such as difficulty with fasteners, sensory discomfort, and lack of ergonomic flexibility- and proposed adaptive solutions using Velcro and magnetic closures, ribbed collars, elastic waistbands, and tagless seams. Empirical evaluation revealed significant improvements: 1) Dressing time reduced by 50%, 2) Comfort scores improved by 50%, 3) Independence scores increased by 64%. Qualitative feedback highlighted enhanced self-esteem and social participation. The study further proposes a policy framework for integrating adaptive uniforms within inclusive education programs, emphasizing collaboration among design institutes, schools, and government agencies. This research contributes to both design and social inclusion, demonstrating how adaptive clothing can act as a functional and emotional bridge toward empowerment, equality, and dignity for children with disabilities.

Holistic and Multidisciplinary Education in India: Practice Continuity and Policy Insights in the Context of NEP 2020

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Abstract

The National Education Policy (NEP) 2020 presents a renewed vision of education grounded in holistic development, multidisciplinary learning, ethical reasoning, and social responsibility. It emphasises the integration of intellectual, moral, emotional, social, and civic capacities to prepare learners for meaningful participation in society. These ideas are strongly reinforced in NEP 2020 and build upon educational approaches that have evolved within the Indian education system over time. This paper examines how long-term value-oriented educational practice aligns with and informs NEP 2020. It acknowledges the presence of multiple holistic and value education initiatives in India and focuses on insights from a sustained programme of Education in Universal Human Values implemented more than two decades by the Bahá'í Academy, used here as a reference case. The study adopts a qualitative, document-based, and reflective approach. Programme documents, curricular frameworks, and practitioner reflections are analysed in relation to key NEP provisions on holistic development, ethical values, multidisciplinary education, and community engagement. The findings show strong alignment between policy intent and practice, particularly in moral development, ethical decision-making, cooperation, service learning, and interdisciplinary learning. The analysis further indicates that these elements can be effectively adapted to digital and blended learning through reflection, dialogue, experiential activities, and community engagement, while retaining the human and ethical dimensions of education.

Evaluating Institutional Readiness and Reform Adoption: Higher Education and NEP 2020

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Abstract

The National Education Policy (NEP) 2020 represents a transformative shift in India's higher education system, building on earlier policies such as NPE 1968, NPE 1986, and POA 1992. The purpose of this study is to evaluate institutional readiness, assess the degree of reform adoption, and identify the factors shaping the implementation of NEP 2020 in Indian HEIs. Anchored in themes of curriculum redesign, employability enhancement, vocational education, governance reforms, and digital preparedness, the study examines how institutions translate policy into practice. A mixed-method research design was employed. The sample population included faculty, administrators, and IQAC members from various HEI in Hyderabad offering undergraduate programs. Using stratified random sampling, 100 respondents were surveyed through a structured Likert-scale questionnaire capturing readiness across curriculum flexibility, technology integration, faculty training, student employability initiatives, governance structures, and vocational education. Quantitative data were analysed using descriptive statistics, correlation, and regression, while qualitative data underwent thematic analysis. The findings show considerable variation in institutional readiness for NEP implementation. Well-equipped HEIs demonstrate greater alignment with NEP reforms, particularly in adopting multidisciplinary curricula, digital platforms, internships, and outcome-based education. However, several institutions face challenges such as limited digital infrastructure, insufficient faculty training, traditional examination patterns, and weak industry linkages.

Ayurveda: The Pulse of Indian Knowledge Systems — Integrating Science, Culture, and Philosophy

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Abstract

Indian knowledge tradition represents a continuous stream of accumulated wisdom and experience. At the heart of this knowledge tradition—without which the concept of Indian knowledge tradition cannot be discussed—lies Ayurveda. Prevalent in India for over five thousand years, Ayurveda constitutes a civilizational framework that coherently integrates empirical knowledge, philosophical inquiry, and cultural values. The present research paper examines Ayurveda as the pulse of Indian Knowledge Systems (IKS), establishing that Ayurveda—through its holistic perspective of understanding health. The naturalistic perspective of Ayurveda creates opportunities for transformative healthcare models by bridging the epistemological divide between reductionist Western medicine and holistic Indian approaches. The emphasis on Prakriti (individual constitution), preventive care, and mind-body-soul balance aligns with modern personalized medicine and the Predictive, Preventive, Personalized Medicine (PPPM) framework. Ayurvedic concepts of Ritucharya, Dinacharya, Swasthavritta, and Sadvritta, along with health preservation through dietary practices and behavioural conduct, serve as a cultural foundation for Indian identity and an emerging consciousness of Indian awareness (Bharat Bodh). This paper argues that the synthesis of science, culture, and philosophy in Ayurveda is not a regression into antiquity but a sophisticated model for addressing contemporary health crises, environmental sustainability, and psychological wellbeing, while maintaining epistemological integrity. The study uses analytical and comparative methods drawing on primary sources such as Charak Samhita and Sushruta Samhita within modern theoretical frameworks.

Rejuvenation of Regional Voices: Preservation of Maithili Literature and Folk Arts

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Abstract

The proposed research paper examines how various Mithila folk art forms, including ritual floor paintings Airpan; wall paintings like Kohvar, Kacchi-Bharni, oral narratives, and ceremonial expressions act as bearers of communal memory, gendered knowledge, and regional identity. It also evaluates options for their preservation and revitalisation in the contemporary cultural environment. The study uses an interdisciplinary, qualitative approach combining cultural and historical interpretation of Mithila's traditional art with textual analysis of selected Maithili literary texts. The symbolic motifs, ritual functions, and socio-cultural significance of folk-art forms like Kohvar and Airpan, essential to domestic and religious practices, are contextualised through ethnographic sources, visual documentation, and existing scholarly research. The study also addresses theoretical viewpoints on regional modernism and cultural preservation. The major findings reveal that Mithila folk arts and Maithili literature are dynamic cultural practices rather than static, individual traditions. Despite challenges posed by globalisation, linguistic marginalisation, and commercialisation, these forms show resilience through adaptation to galleries, digital archives, academic curricula, and cultural festivals. The study emphasises the central role of women artists and oral traditions in transmitting cultural knowledge across generations and highlights the role of NEP 2020 in preserving regional and folk literature. The originality of the paper lies in its integrative approach situating Maithili literature and multiple Mithila folk art forms within a unified framework of cultural rejuvenation. It foregrounds regional voices and indigenous aesthetics, contributing to debates on linguistic diversity, intangible cultural heritage, and preservation of marginalised traditions.

Revitalizing India's Knowledge System: Case Study of Living knowledge of Rajasthan

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Abstract

The very idea of society, its practices, beliefs, norms, culture is all resulted from the ecological conditions of the society. The conditions in which society lives, enjoys and practice is ecologically driven but today in the era of development introduces to overcome this traditionality to become modern, but this modernity is full of knowledge control, where we are forced to adopt, follow and apply a certain knowledge to overcome issues created by advent of development (idea of becoming modern) itself. Through this paper, I will use Madav Gadgil's methodology where he classified ecology into tripartite understanding -- omnivores, ecosystem people, and ecological refugees. This framework will assist me in exposing the Eurocentric development model (which is simply a knowledge system of epistemic hegemony) and highlighting the importance of Indian Knowledge system from the case study of Rajasthan. The IKS, particularly of Rajasthan's traditional practices like johads, tankas, baoris, khadins and orans, offered functional, community-driven solutions to drought, famine, and scarcity long before modern developmentalism arrived. This will also expose the state HDI and other reports. Here I will refer to the reports which produce what Gadgil calls the "illusion of control" - a belief that the desert can be managed from above, when in truth it survives only through community ethics below. This will analyse how development policies create social disparities and how revival of knowledge system can help in overcoming such disparities. The study will answer how did the transition from traditional systems to state led irrigation policies, industrial schemes created ecological inequalities? Why did knowledge that once prevented droughts now stand abandoned? Rajasthan thus becomes a case where IKS is a viable alternative framework to development.

Decentralised Learning in the Education 5.0: A Framework of Balancing Innovation in India

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Abstract

India's rapid and technologically implementation of Education 5.0 (E5.0), which combines few technologies which are AI, VR, and data analytics, must balance national quality standards and curriculum consistency with local needs for fair and culturally sensitive execution of the education. Given India's deep socioeconomic inequality system which is also digital divide, empirical research on hybrid governance frameworks is required to reduce this tension is important. To address this gap, in this study we created and tested the Nested Autonomy Framework (NAF), a hybrid governance paradigm that links centralized strategic goals (C1) to measurable, localized equity outcomes (L1) for long-term E5.0 in India. The Exploratory-Sequential Mixed-Method is used in this where Phase 1 uses carefully research and record the unique social systems and cultural practices of different human groups around the world to identify hidden power relations and Participatory action research helps people in community groups work together to find solutions that work for them. The NAF's Macro C1 function Define all structural barriers using the Best-Worst Method, a technique to make judgments based on multiple variables. Where we made Phase 2 is a quantitative phase using a quasi-experimental approach and Multilevel Structural Equation Modelling. Because of this advanced methodology we effectively estimate the multi-level NAF governance construct (L2) causal effect on various student outcomes (L1). The study confirms that successful NAF implementation, particularly strong local autonomy functions (L1), significantly changes the negative causal effects of the Digital Divide on educational quality, specifically for underprivileged students.

Preserving and Disseminating Traditional and Indigenous Knowledge: A Mixed-Methods, Community-Centered Knowledge Systems Approach

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Abstract

Traditional and Indigenous Knowledge (TIK) systems constitute an invaluable, yet increasingly endangered repository of cultural, ecological, and health-related wisdom transmitted primarily through oral traditions. Accelerated globalization, urbanization, and intergenerational discontinuities have contributed to the systematic erosion of these knowledge systems, particularly in the Global South. The COVID-19 pandemic revealed both renewed interest in indigenous health practices—such as Kadha—and the absence of standardized, accessible repositories governing their use, leading to misinformation and commodification without contextual integrity. This paper proposes a mixed-methods, regionally grounded research framework for the systematic documentation, classification, preservation, and dissemination of traditional and indigenous knowledge across India. Anchored in theories of Indigenous Knowledge Systems, Cultural Transmission, and Knowledge Commons, the study aims to bridge critical empirical, methodological, and policy gaps in existing scholarship. The proposed model integrates regional knowledge hubs, community-led data collection, and a centralized digital repository while embedding ethical safeguards and intellectual property protections. The research contributes to academic discourse, policy formulation, and sustainable development by reconceptualizing traditional knowledge as a living, dynamic, and socio-economically relevant system rather than a static cultural artifact.



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