



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

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Approved under Section 2(f) of UGC Act 1956)

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RESEARCH PUBLICATIONS

2024-25





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Summary of Research Publications during 2024-25

S.No	Course	No. of Publications
1	BBA (Management)	11
2	B. COM (H)	5

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Number of papers published per teacher in the Journals notified on UGC website during the year 2024-25							
S.No.	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal
BBA FACULTIES							
1	Impact of Green HRM Practices on Environmental Performance: An Analysis	Ms. Arti Vaish	BBA	African Journal of biological sciences	2024	ISSN: 2663-2187	https://www.afjbs.com/upload/s/paper/e2a67f92eb1dc0b8237776a85a5db4c4.pdf
2	The impact of artificial intelligence on human resource functions: a case study of Tata Consultancy Services (TCS) In India.	Ms. Arti Vaish	BBA	Frontiers in Health Informatics	2024	ISSN-Online: 2676-7104	https://healthinformaticsjournal.com/index.php/IJMI/article/view/1854
3	Analyzing the liquidity of commercial banks in India: Study on different bankgroups	Dr. Ekta Kasana	BBA	The Economics and Finance Letters	2024	ISSN(e): 2312-430X ISSN(p): 2312-6310	https://www.researchgate.net/publication/385083477_Analyzing_the_liquidity_of_commercial_banks_in_India_Study_on_different_bankgroups
4	A study of impact of promotion mix on service quality of adventure sports companies in Delhi-NCR	Dr. Shweta Khandelwal	BBA	European Economics Letter	2025	ISSN 2323 - 5233	https://eelet.org.uk/index.php/journal/article/view/2637/2369
5	Reverse Mentoring: Connecting a Multigenerational at work place	Dr. Ruchi Srivastava	BBA	INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD	2025	ISSN(O): 2455-0620	https://www.ijirmf.com/wp-content/uploads/IJIRMF20250308-min.pdf

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6	Leadership and Employee Psychological wellbeing: A Systematic Review and Directions of Future	Dr. Preeti Singh	BBA	European Economic Letters	2025	ISSN 2323-5233	https://www.eelet.org.uk/index.php/journal/article/view/2685
7	A Study On Financial Performance of Life Insurance Corporation of India	Dr. Prabal Chakraborty	BBA	International Journal for Research in Engineering Application & Management (IJREAM)	2025	ISSN : 2454-9150 Vol-10, Issue-10, Jan 2025	https://ijream.org/papers/IJREAMV10I10118007.pdf
8	Impact of ad-evoked nostalgia and intensity of nostalgia on intention to buy fashion products	Dr. Ruchi Srivastava	BBA	International Journal of Technology Marketing	2025	ISSN (print): 1741-878X•ISSN (online): 1741-8798	https://www.inderscienceonline.com/doi/abs/10.1504/IJTMKT.2025.147321
9	Attitude of Management Students towards the Entrepreneur as the Career: A Study of Undergraduate Management Students of North West Delhi	Dr. Ruchi Srivastava	BBA	Empirical Economics Letters	2025	ISSN 1681-8997	http://www.eel.my100megs.com/volume-24-number-june-3-special-issue.htm
10	Does presence matter? Impact of telepresence and social presence on purchase intention from VR shopping sites: empirical examination	Dr. Ruchi Srivastava	BBA	International Journal of Business and Systems Research	2025	ISSN (print): 1751-200X•ISSN (online): 1751-2018	https://www.inderscienceonline.com/doi/10.1504/IJBSR.2025.147566
11	The Socio-Economic Impact of E-Rickshaw Adoption: A Study on Income Growth and Social Status Enhancement	Dr. Jasleen Rana	BBA	Advances in consumer research	2025	ISSN (Print): 0098-9258 ISSN(Online) : 3079-1766	https://www.researchgate.net/publication/392560570_The_Socio-Economic_Impact_of_E-Rickshaw_Adoption_A_Study_on_Income_Growth_and_Social_Status_Enhancement

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	BCOM(H) FACULTIES						
1	Chatbots and Virtual Assistants: Revolutionizing Customer Service and Engagement in Marketing	Dr. Prashant Kumar	BCOM(H)	Journal of Informatics Education and Research	2024	ISSN: 1526-4726	https://jier.org/index.php/journal/article/view/1550
2	Analysing the Factors Influencing Funding Intentions in Crowd funding: A Scale Development Approach	Dr. Surbhi Gosain	BCOM(H)	SN Computer Science	2024	Electronic ISSN 2661-8907	https://link.springer.com/article/10.1007/s42979-024-03075-x
3	Analyzing the Impact of AI on Influencer Marketing	Kanika Parashar, Chanika Goel, Pooja Bisht, Surbhi Ahuja	BCOM(H)	European Economic Letters	2024	ISSN 2323-5233	https://www.eelet.org.uk/index.php/journal/article/view/1750
4	A study of impact of promotion mix on service quality of adventure sports companies in Delhi-NCR	Dr. Pallavi Ahuja	BCOM(H)	European Economics Letter	2025	ISSN 2323 - 5233	https://eelet.org.uk/index.php/journal/article/view/2637/2369
5	The Socio-Economic Impact of E-Rickshaw Adoption: A Study on Income Growth and Social Status Enhancement	Ms Surbhi Ahuja	BCOM(H)	Advances in consumer research	2025	ISSN (Print): 0098-9258 ISSN(Online) : 3079-1766	https://www.researchgate.net/publication/392560570_The_Socio-Economic_Impact_of_E-Rickshaw_Adoption_A_Study_on_Income_Growth_and_Social_Status_Enhancement



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RESEARCH PUBLICATIONS BBA 2024-25

<https://doi.org/10.48047/AFJBS.6.12.2024.7862-7882>



African Journal of Biological Sciences

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Research Paper

Open Access

Impact of Green HRM Practices on Environmental Performance: An Analysis

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ABSTRACT

This research examines the effect of Green HRM practices on environmental performance with Green Employee Behavior, Green Organizational Culture, and Environmental Efficiency as the variables of interest. The main purpose is to establish the relationship between Green HRM practices and these factors, and improve environmental performance. The target population was 100 employees of HRM, and the data was collected and analyzed through CFA by employing random sampling techniques, and through the help of SPSS and AMOS. Therefore, based on the CFA results, Green HRM practices can be seen to have an impact on the behaviour of the employees and culture of the organization, but there is still room for improvement with some of the indicators. In particular, the results indicated that Green Employee Behavior and Green Organizational Culture were positively impacted by Green HRM practices; however, the fit indices showed that there was room for improving the model's accuracy. The study finds that the implementation of Green HRM practices significantly enhances the organization's environmental performance due to the increased awareness and commitment to environmental issues by the employees. These results underscore the need for the integration of green practices into the overall HRM strategies to enhance the effectiveness of environmental management and provide practical recommendations for the HR practitioners and organizational executives who seek to enhance their organizations' sustainability efforts.

Keywords: Environmental Performance, Green Employee Behavior, Green Organizational Culture, Environmental Efficiency, and HRM Practices

The impact of artificial intelligence on human resource functions: a case study of Tata Consultancy Services (TCS) In India.

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Abstract: Artificial Intelligence (AI) is revolutionizing the domain of Human Resource Management (HRM) by enabling innovative approaches to workforce planning, talent acquisition, performance evaluation, and employee engagement. This case study explores the impact of AI on human resource functions at Tata Consultancy Services (TCS), one of India's leading IT services firms. By leveraging AI-driven tools and technologies, TCS has enhanced its HR efficiency, reduced operational costs, and fostered employee satisfaction. The study investigates the practical implementation of AI in recruitment, training, and workforce analytics, as well as its implications for organizational culture and decision-making. Utilizing qualitative and quantitative data collected through interviews, reports, and employee feedback, the research highlights how AI has transformed traditional HR practices at TCS. The findings provide valuable insights for organizations seeking to adopt AI in their HR functions and underscore the challenges and opportunities associated with such a transition.

Keywords: Artificial Intelligence, Human Resource Management, Tata Consultancy Services, Workforce Analytics and Employee Engagement



Analyzing the liquidity of commercial banks in India: Study on different bankgroups

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ABSTRACT

Article History

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Keywords

Bank liquidity

CRR

Interest rate

Panel data

Profitability

Size.

JEL Classification:

C33; G21; G28.

The present study investigates how macroeconomic and bank-specific determinants affect the liquidity of public, private, and foreign banks in India. Bank liquidity is crucial for maintaining financial stability, supporting economic growth, and preserving public trust in the banking system. Bank liquidity is critically significant for bank success. Since 2008, this study has taken 49 banks for analysis purposes. We have employed the fixed and random effect models to examine the impact of bank-specific and macroeconomic variables on the liquidity of diverse bank groups. The results show that deposits and capital have a positive influence, whereas interest rate, statutory liquidity ratio, and cash reserve ratio negatively influence public, private, and foreign banks. Profitability has an insignificant effect on all types of banks. Gross domestic product has a positive, significant influence on public and private banks, but an insignificant impact on foreign banks. Bank size significantly impacts private banks, whereas it has negligible influence on other banks. The findings can assist bank managers, policymakers, and academics in formulating policies that maintain bank liquidity without incurring any losses or undefined costs. The present research is useful for other countries with a similar economic framework, like India, to improve their bank liquidity structure.

Contribution/Originality: The current study focused on the liquidity of different types of banks in India. The ownership of banks can impact liquidity in various ways. Few studies have examined the impact of CRR and SLR on the liquidity of different bank types.

1. INTRODUCTION

Managing sufficient liquidity is an essential requirement for banking institutions. A bank must continuously maintain a significant cash reserve and a portfolio of readily tradable securities continuously to execute its contractual duties, including the ease of cash withdrawals (Subramoniam, 2018). There are three fundamental problems with bank liquidity management—first, the trade-off between liquidity and profitability. Banks maintain liquidity to protect themselves against liquidity issues; though, maintaining high liquidity levels to offset such risk carries an opportunity cost in the form of lost interest income from low-yielding liquid funds. Second, as noted by Diamond and Dybvig (1983); banks are susceptible to failure because their balance sheets are inherently weak. Thirdly, the interconnection of banks and other financial institutions makes bank liquidity issues contagious. Promptly addressing a single bank's liquidity problems can quickly spread to other banks and harm the broader economy (Van Rixtel & Gasperini, 2013).

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A study of impact of promotion mix on service quality of adventure sports companies in Delhi-NCR

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INTRODUCTION

Adventure sports are not the usual sports that could be played indoors or outdoors in a conventional manner. These are a popular form of fun, enjoyment and adrenaline rush and various other inputs to the consumers who get indulged in these sports from different backgrounds nationally as well as internationally. The portfolio of these sports is extremely diverse and it could range from river-rafting to parachuting and many other forms. Over the recent decades, a sharp rise has been witnessed with respect to adventurous sports activities across the globe. In fact, adventure tourism has grown because of the tourists' preference of engaging themselves into adventurous sports at locations where they could actually participate in the stipulated sports activities.

Also, with the increase in demand of such adventure sports and a lot of competition in order to survive and gain good financial returns, companies would have to focus on the consumer behavior and satisfaction level. This would directly imply focusing on the consumer behavior and satisfaction level. This could be reflected through measurement of their satisfaction level. The current study was conducted with the major objective of specific objectives created by promotion mix involved in the mix of service marketing mix for adventure sports companies that were located in the geographical area of Delhi-NCR Capital Region on the service quality.



Reverse Mentoring: Connecting a Multigenerational at work place

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Abstract: The new era of corporate sector looks to see the older and younger generation to work together, this could only be possible by new concepts of reverse mentoring. The reverse mentoring is a method which brings senior employee and junior employee on the same platform where they can effectively exchange their experience and knowledge. In reverse mentoring a young and new employee takes the role of a mentor for old employees and helps them in understanding the new technologies, new marketing strategies and new concepts. Most of the old employees develop a perception that they have a long journey of work in the organization and they know everything about their work and job they have less need to learn. Reverse mentoring also results in improved worked place environment and bridge the gap among generation and knowledge. Reverse mentoring for sustainable growth of all young and old employees.

Keywords: Reverse Mentoring, Technology, Sustainable growth.

1. INTRODUCTION:

A mentor is a person who guides and helps to enhance your knowledge, skill and abilities (KSA) for making better decision making and gaining new perspectives of life. The mentor will leverage their experiences to give insight of present and future. A Mentor is a role model to the mentee which assist his mentee to learn and move in right direction, rather than learning through trial. The mentoring is necessary for the effective productivity of the organization. Mentoring is a bridge between experience person and inexperience person, who hasn't gained the same knowledge or experience yet. Mentoring is done from expertise people who could help the new onboarding employees in enhancing their knowledge, skills and abilities. With the competitive world, new technologies and emerging challenges the concept of mentoring is being also modified and amended. If we look at past years, mentoring symbolizes the grey hairs, senior people and experience person who used to mentor the new joiners but advancement in the new technology has developed the concept of reverse mentoring.

Reverse mentoring is upcoming trend which is gaining popularity and attention as it aims to promote the intergenerational collaboration and understanding. It is way to encourage knowledge sharing between generations. In reverse mentoring a junior employee mentors employees who is more senior than him. Reverse mentoring helps knowledge sharing by all the generations. Digital transformation has brought challenges to the old generations, they are struggling with new technologies, reverse mentoring helps them to learn the latest technologies from the younger people. Some examples of reverse mentoring are 1) A senior sales executives is being coached by very employee on the best way to use social media for business development 2) A Professor in university is being coached and mentored by Assistant Professor for online classes at Microsoft team and Zoom. Reverse mentoring is also called as upward mentoring. In this mentoring young professional mentors the executive level employees. It helps the organizations to develop an environment of continuous learning and development. The concept of reverse mentoring was developed by Jack Welch, who was the chief executive officer of General Electric in late 1990s. Mr. Welch realized that he lack in technical skills which is a challenge to him to be updated with reference to changing world. He realized that the younger employees are more technical and updated in new technologies and they could be the best mentor for the old and senior employees. He inspired 500 of his top leader to make team with mentors who are young and updated in new technologies and social platform

Leadership and Employee Psychological wellbeing: A Systematic Review and Directions of Future

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Abstract

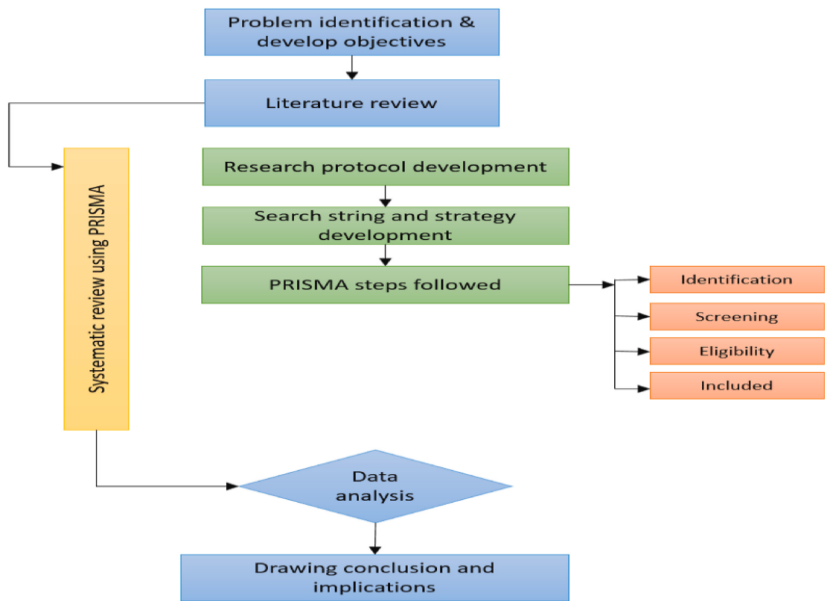
Leadership practices have a substantial influence on employee mental health because they determine job satisfaction along with stress and total wellness outcomes. This analytical approach studies how various leadership methods affect worker mental health through results collected from many workplace sectors worldwide. The article evaluates how transformational leadership and transactional leadership and servant leadership and genuine leadership affect employee stress levels together with burnout and motivation and engagement. The research investigates important boundary conditions which include organization culture and autonomy and emotional intelligence and their impact on this relationship. The research established a positive relationship between transformational and servant leadership approaches which leads to better psychological state and strengthened employee resilience together with higher work satisfaction. A worker's stress increases as well as their emotional exhaustion under authoritarian leadership and laissez-faire managerial styles. The analysis reveals several weaknesses in current research since most studies lack longitudinal follow-ups and cross-national data. The study evaluation introduces research directions that require focus on psychological approaches and remote digital leadership examination using mixed research approaches to boost understanding.

Keywords: Leadership, Psychological Well-being, Employee Mental Health, Transformational Leadership, Workplace Stress, Organizational Behavior, Leadership Styles, Future Research Directions.

Introduction

Since mental health problems including stress, anxiety, and burnout are more common in workplaces all around, the psychological well-being of employees has grown to be a major concern in modern companies. The evolving nature of work environments—characterized by higher job demands, technological developments, and competitive pressures—characterizes calls for a thorough analysis of the elements affecting employee well-being. Organizational culture, working environment, and employee experiences all depend on leadership in great measure. Leadership styles affect workers' job performance, mental health, involvement, and general job happiness. Organizational psychology and human resource management both clearly show how important good leadership is to creating a psychologically healthy workplace. Good leadership may improve employee involvement, lower workplace stress, and provide a motivating atmosphere that advances well-being. Inappropriate leadership styles can cause more worker turnover, job discontent, and more stress. This has sparked increasing interest in knowing how various leadership styles influence employees' psychological well-being and the processes controlling or improving this connection. Positive psychological results are sometimes linked with transformational leadership—defined by vision, inspiration, and staff development. Conversely, transactional leadership—which emphasizes performance-based incentives and penalties—has mixed benefits depending on how it is applied. Reduced burnout and higher work satisfaction follow from servant and genuine leadership that highlighted empathy, ethical behavior, and employee help. More strict or authoritarian leadership styles, however, are probably going to aggravate job-related stress, emotional tiredness, and mental health issues. Though a lot of studies on leadership and workplace results, a thorough synthesis of the clear impacts of different leadership styles on psychological well-being in diverse organizational environments is lacking. Furthermore, it is important to investigate how new leadership paradigms—digital and remote leadership among others—impact modern companies. The study reveals various research gaps, particularly the requirement of longitudinal studies to prove causal links between workplace elements and mental health results. They also underline how underrepresented various cultural settings are in current studies as most research is conducted in Western environments. They also advocate increased study on how digital leadership and remote work affect mental health. While future studies should concentrate on multi-level analyses, cross-cultural perspectives, and technology-driven treatments to improve employee well-being in changing work settings, the study indicates that businesses must include mental health measures into their basic policies. Khalid and Syed (2024).

Figure: 1 Systematic Literature chart





Financial Performance of Selected Indian IT Companies

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ABSTRACT :

Financial analysis of Information Technology Companies states to the process of defining the financial strengths, weakness and financial characteristics of a firm. The analysis of four top most Information Technology companies of India are done for the period of ten years, ranging from financial year 2014-2015 to 2023- 2024. The main objective of this study is to determine the financial performance of top Information Technology Companies in India. Various financial ratio used for analysis such as profitability ratio, efficiency ratio , Solvency ratio and valuation ratio were used for the study, that can be helpful in finding the growth aspects of the upcoming IT companies in India . In order to measure business performance as a whole, ratio analysis is used together with statistical tools like oneway ANOVA and CAGR.

KEYWORDS: Financial performance of IT (Information Technology) companies in India , Ratio Analysis (Efficiency Ratio, Valuation Ratio , Profitability Ratio, Solvency Ratio)

INTRODUCTION:

Market size of the information technology has grown exponentially in current years. It is expected to grow from \$8508.63 billion in 2023 to \$9039 billion in 2024 at a compound annual growth rate (CAGR) of 6.2%. The main reason for growth was driven by developments in software, increased the mobile revolution, personal computing, and growing concerns about cyber security. India's digital adoption is at rapid pace. Ministry of Electronics & Information Technology Government of India states that extended internet access to around 76 crore Indian citizens, the world looks at India as one of the largest Internet user bases with the lower most Internet tariff. India's IT industry is likely to hit the US\$ 350 billion mark by 2026 and contribute 10% towards the country's gross domestic product (GDP). A report of India Brand Equity Foundation state that exports from the Indian IT industry stood at US\$ 194 billion in FY23. The export of IT services was the major contributor, accounting for more than 51% of total IT exports (including hardware).

Impact of ad-evoked nostalgia and intensity of nostalgia on intention to buy fashion products

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Abstract: This study examines the influence of advertising-induced nostalgia and the level of nostalgia on the desire to buy fashion items. Data was collected using a questionnaire utilising scales adapted and adjusted from prior research. The questionnaire consisted of 18 scale items evaluating five constructs: advertising-induced nostalgia, perceived continuity of self, attitude towards the brand, intensity of nostalgia, and intent to purchase. A group of 441 ordinary

Attitude of Management Students towards the Entrepreneur as the Career: A Study of Undergraduate Management Students of North West Delhi

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Rubeena Bano and Sheenu Arora

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Abstract: The history depicts that the growth of developing countries to a developed countries like China, Japan is mainly due the high development of entrepreneur skills. The developed countries has shown the significant growth in their economy, increased standard of living, creation of employment and high growth of young entrepreneurial skills in their respective countries. If the young generation of the country develops a positive attitude towards entrepreneur as a career, it is definitely a boom in that economy as the number of service provider increases the employment generation rises. This study explores the attitudes of undergraduate management students in North West Delhi towards entrepreneurship as a potential career path. In the context of India's growing emphasis on self-employment and start-up culture, understanding the career inclinations of future business professionals is both timely and essential. The research investigates the influence of demographic factors, educational exposure, perceived risks and rewards, role models, and institutional support on students' entrepreneurial attitudes. Data were collected through a structured questionnaire administered to a representative sample of undergraduate management students from multiple colleges in North West Delhi. The findings reveal a generally positive attitude towards entrepreneurship, with many students expressing interest in starting their own ventures. However, significant barriers such as fear of failure, lack of initial capital, and insufficient mentorship were also identified.

Keywords: Developed Countries, Entrepreneur, Growth, Undergraduate, Career

JEL Classification Number: L26, M13, O15

1. Introduction

Entrepreneurship plays a pivotal role in the economic growth and development of any nation. It serves as a catalyst for innovation, job creation, productivity enhancement, and societal transformation. By identifying opportunities, mobilizing resources, and taking calculated risks, entrepreneurs drive industrial expansion and contribute to the diversification of economies. In both developed and developing nations, entrepreneurship



[International Journal of Business and Systems Research](#) > [2025 Vol.19 No.3](#)

Title: [Does presence matter? Impact of telepresence and social presence on purchase intention from VR shopping sites: empirical examination](#)

Authors: Lalit Kumar; Saurabh Verma; Ruchi Srivastava; Bhoopendra Bharti

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Abstract: This research examines the impact of telepresence and social presence on the intention to purchase from virtual reality (VR) shopping platforms, presenting empirical evidence derived from descriptive and cross-sectional methodologies. Data was gathered through a survey utilising adapted scales from previous investigations, consisting of 43 scale items that evaluate ten variables associated with social presence, telepresence and purchase intention. A purposive sampling strategy was employed to collect responses from 525 participants. The results indicate that involvement and spatial presence significantly and positively influence social presence. Moreover, spatial presence, physical immersion, and experiential realism have a substantial and affirmative effect on telepresence. In addition, social presence exhibits a positive and significant relationship with purchase intention. Conversely, telepresence reflects a positive yet statistically insignificant relationship with purchase intention. These findings enhance the comprehension of consumer behaviour dynamics within VR shopping settings, providing valuable implications for VR commercial platforms.

Keywords: virtual reality; social presence; telepresence; purchase intention; spatial presence.

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The Socio-Economic Impact of E-Rickshaw Adoption: A Study on Income Growth and Social Status Enhancement

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KEYWORDS

E-rickshaws
(electric
rickshaws),
sustainable
mobility, income,
social status,
urban transport.

ABSTRACT

This research investigates the impact of E-rickshaw adoption on the income and social status of owners in urban areas of Bihar and Jharkhand, India. Utilizing a cross-sectional research design and a sample of 368 E-rickshaw owners, the study explores various dimensions of this impact. Findings reveal a significant positive relationship between E-rickshaw adoption and income growth. Moreover, there is a notable positive connection between income growth and social status, yet the direct link between E-rickshaw adoption and social status is non-significant. Mediation analyses suggest a full mediation role of income growth in the relationship between E-rickshaw adoption and social status. The research also examines the moderating effect of education level, revealing non-significant impacts on the relationships between E-rickshaw adoption and both income growth and social status. This study contributes crucial insights into the transformative dynamics of E-rickshaw adoption, offering valuable implications for urban transportation, income generation, and societal status.

...

1. INTRODUCTION

Amidst the ever-increasing challenges of urbanization and transportation demands, electric rickshaws (E-rickshaws) emerge as a promising solution, harnessing electricity to provide a sustainable and transformative urban mobility experience. The global adoption of E-rickshaws is indicative of a significant shift in urban transportation trends, marked by a compound annual growth rate exceeding 15%, underscoring the economic viability of E-rickshaws and positioning them as attractive entrepreneurial opportunities (Biswas et al, 2019). The adoption of E-rickshaws is intricately linked to the income levels and social status of owners, presenting an entrepreneurial opportunity, particularly for those with moderate incomes (Rana, 2012). Lower upfront costs and operational expenses make E-rickshaws accessible, and government incentives further support individuals with lower income levels (Ray et al, 2020; Niti Aayog, 2017). Operating E-rickshaws not only offers a stable income, contributing to upward social mobility, but also earns owners’ recognition within their communities, positively impacting their social standing (Jurg, 2019)).



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Chatbots and Virtual Assistants: Revolutionizing Customer Service and Engagement in Marketing

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Abstract: Customer service and engagement activities have significantly changed as a result of the growing use of chatbots and virtual assistants in the field of modern marketing. By leveraging these artificial intelligence-powered technologies, businesses can provide clients with customized interactions that happen in real-time. As a result, the standard of the client experience is raised overall. Chatbots can decrease response times and boost efficiency and effectiveness by automating routine questions and providing timely answers. As a result, this allows companies to interact with a far wider audience without sacrificing the caliber of their connections with those people. Furthermore, virtual assistants may comprehend and manage intricate questions from customers, providing customized solutions meant to encourage client loyalty and satisfaction. This study investigates how customer behavior, business operations, and overall marketing tactics have been impacted by chatbots and virtual assistants. The essay also looks at how chatbots and virtual assistants have affected customer service departments in the marketing business and how this has altered customer service delivery. This research aims to illustrate the notable advantages and possible obstacles that come with integrating these technologies within the scope of customer service. This goal will be accomplished by evaluating current advances, case studies, and technological breakthroughs.

Keywords: AI-driven chatbots, Virtual Assistants, Customer Service, Marketing Engagement, Automated Interactions, Personalized Communication.

I. INTRODUCTION

The rapid development of artificial intelligence (AI) has had a profound impact on some businesses, with the retail and marketing sectors being among the most affected. One of the most notable developments in recent times is the growing integration of chatbots and virtual assistants into customer support and engagement programs. Artificial intelligence-driven technology such as these have revolutionized the way businesses interact with their clientele. They offer measurable, successful, and scalable results that were previously out of reach for conventional techniques.

Computer programs called chatbots are made to mimic human speech, and they are becoming a vital part of customer support operations[1]. They are competent at doing a broad range of tasks, including helping visitors make difficult decisions and responding to frequently requested inquiries. This functionality ensures that users will receive timely, accurate, and harmonious responses day or night, while also reducing the workload of human customer service representatives. This implies that businesses may increase customer satisfaction, reduce operating costs, and maintain a competitive edge in an increasingly digital workplace.

Conversely, virtual sidekicks offer more intricate and specialized client interactions that are beyond the capabilities of standard customer assistance. Natural language processing (NLP) and machine literacy algorithms enable virtual sidekicks

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Abstract

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intentions. For assessing the influence of the conceptualized factors on the funding

intentions, the study proposed a conceptual framework based on an elaboration likelihood model that reveals which factors effectively persuade the funders to fund a campaign. The research focuses on the Indian crowdfunders. The findings lead to clubbing different elements into five factors, out of which, visual cues, Social Media (SM), and rewards have a positive impact on funding intentions. The study has theoretical and strategic implications along with avenues for future research. The findings offer certain key points that can help the campaign creators as well as the CF platforms in developing an effective fundraising campaign.

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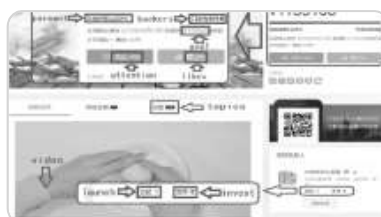
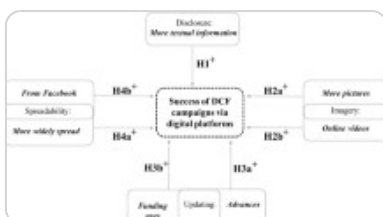
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Analyzing the Impact of AI on Influencer Marketing

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Assistant Professor

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Abstract:

In recent times, influencer marketing has emerged as a crucial component of digital marketing tactics. Artificial intelligence (AI), which is revolutionizing how brands discover, interact with, and quantify the impact of influencers, has further accelerated this transition. Influencer marketing initiatives are becoming increasingly successful, efficient, and perceptive because of AI's powers in data analysis, pattern identification, and predictive analytics. Influencer marketing can greatly benefit from artificial intelligence, but as with any technology, there are drawbacks and moral dilemmas that must be taken into account. Concerns about confidentiality, openness, and the requirement for explicit rules are essential. Artificial intelligence (AI) influencers seem to be the new opportunity in the marketing sector, given the speed at which AI technologies are developing and the burgeoning trend of influencer marketing. The given research paper aims to identify the challenges faced in the area of influencer marketing and how AI helps to address those challenges, further to analyze the concept of AI influencer and how it works and what makes them successful in influencer marketing.

Keywords: Artificial intelligence, Social media, Influencer marketing, AI Influencers

Introduction:

Influence has existed for as long as people have. There is always something or someone influencing us. In a similar vein, consumers have recently become more aware of the influencer marketing notion. Influencers are contributing to the growth of marketing by sharing content on social media. Thousands, perhaps even millions, of people follow these influencers on social media. Because of this, the brands view these influencers as possible brand ambassadors.

Companies should be aware of the possibility of bias in AI systems and make sure influencers are chosen in a morally and openly responsible way.

Businesses can drive their online success and create enduring relationships with their customers by utilizing influencer marketing and artificial intelligence (AI). As technology advances, organizations must adapt to stay ahead of the curve.

Artificial intelligence: Artificial intelligence (AI) is the term used to describe computer systems that simulate human intelligence processes. These processes include self-correction, reasoning (using rules to arrive at approximations or conclusions), and learning (acquiring knowledge and rules for applying the knowledge). Applications of AI can be found in many different domains, such as medical diagnosis systems and virtual assistants. It is completely changing how businesses function in the business world. Large-scale data analysis, work automation, data-driven decision-making, and enhanced customer experience are all aided by it. Businesses may use AI to predict market trends, personalize client interactions, and run more smoothly. This technology is always developing and getting more advanced. There are difficulties, though, particularly with regard to privacy, ethics, and the potential to replace human work.

AI fights influencer fraud in influencer marketing by identifying phony accounts. By examining their audience profiles, AI assists in identifying the most relevant influencers. AI helps businesses anticipate influencer success and reduce the risk of partnering with the wrong people. In order to better target audiences and improve future campaigns, AI also contributes to the delivery of robust campaign metrics.

Artificial intelligence Influencers

AI influencers, also known as virtual influencers, are digital characters that are produced using computer graphics and machine learning algorithms and are under the management of media companies or brands. They gain a large following by acting like regular influencers and are customized to meet the marketing goals of the brand. They don't require human assistance to continue

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A study of impact of promotion mix on service quality of adventure sports companies in Delhi-NCR

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INTRODUCTION

Adventure sports are not the usual sports that could be played indoors or outdoors in a conventional manner. These are a popular form of fun, enjoyment and adrenaline rush and various other inputs to the consumers who get indulged in these sports from different backgrounds nationally as well as internationally. The portfolio of these sports is extremely diverse and it could range from river-rafting to parachuting and many other forms. Over the recent decades, a sharp rise has been witnessed with respect to adventurous sports activities across the globe. In fact, adventure tourism has grown because of the tourists' preference of engaging themselves into adventurous sports at locations where they could actually participate in the stipulated sports activities.

Also, with the increase in demand of such adventure sports and a lot of competition in order to survive and gain good financial returns, companies would have to focus on the consumer behavior and satisfaction level. This would directly imply focusing on the consumer behavior and satisfaction level. This could be reflected through measurement of their satisfaction level. The current study was conducted with the major objective of specific objectives created by promotion mix involved in the mix of service marketing strategy of adventure sports companies that were located in the geographical area of Delhi-NCR Capital Region on the service quality.

The Socio-Economic Impact of E-Rickshaw Adoption: A Study on Income Growth and Social Status Enhancement

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KEYWORDS <i>E-rickshaws (electric rickshaws), sustainable mobility, income, social status, urban transport.</i>	ABSTRACT This research investigates the impact of E-rickshaw adoption on the income and social status of owners in urban areas of Bihar and Jharkhand, India. Utilizing a cross-sectional research design and a sample of 368 E-rickshaw owners, the study explores various dimensions of this impact. Findings reveal a significant positive relationship between E-rickshaw adoption and income growth. Moreover, there is a notable positive connection between income growth and social status, yet the direct link between E-rickshaw adoption and social status is non-significant. Mediation analyses suggest a full mediation role of income growth in the relationship between E-rickshaw adoption and social status. The research also examines the moderating effect of education level, revealing non-significant impacts on the relationships between E-rickshaw adoption and both income growth and social status. This study contributes crucial insights into the transformative dynamics of E-rickshaw adoption, offering valuable implications for urban transportation, income generation, and societal status. ...
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1. INTRODUCTION

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