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XXth International Conference

**"Promoting Inclusive Growth: Addressing Socio-economic
Disparities on the Journey to a Sustainable Economy"**

BOOK OF ABSTRACTS

Editors

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Dr. Palak Verma

Dr. Divya Sharma

Title: Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy

Editors: Dr. Nupur Rao, Dr. Palak Verma and Dr. Divya Sharma

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Message from The Chairman



Dr. Amit Gupta

In an era of rapid economic transformation, inclusive growth is the cornerstone of a truly sustainable and resilient future. While global economies continue to expand, socio-economic disparities persist, creating barriers to equal opportunity and shared prosperity. It is our collective responsibility to bridge these gaps, ensuring that the benefits of growth reach every segment of society, especially the marginalized and underserved.

A sustainable economy is not measured solely by financial success but by its ability to foster equity, accessibility, and social progress. We must champion policies that empower individuals, promote skill development, and create opportunities that enable people from all backgrounds to participate meaningfully in economic activities. Corporate leaders, policymakers, and institutions must work together to drive responsible investments, ethical governance, and social innovation that uplift communities and reduce inequalities.

Addressing socio-economic disparities requires a multi-stakeholder approach, where governments, businesses, and civil society collaborate to implement inclusive policies. Investing in education, healthcare, and digital access can help bridge the opportunity gap and create a more level playing field. Additionally, fostering entrepreneurship, supporting small businesses, and ensuring fair wages are critical steps toward economic empowerment and sustainable livelihoods for all.

I would like to extend my heartfelt appreciation to the editors for their excellent efforts in identifying and collating this series of research papers on sustainability and its critical sub-themes. Their dedication to bringing together insightful perspectives and rigorous research has provided a valuable platform for discussions that will shape our collective approach to sustainable and inclusive growth. Their work ensures that we continue to learn, innovate, and take meaningful steps toward a better future.

Dr. Amit Gupta (Chairman, JIMS)

Message from The Director



Dr. Anuj Verma

As we stand at the crossroads of global economic development, the need for **inclusive growth** has never been more pressing. Socio-economic disparities continue to limit the potential of individuals and communities, creating divides that hinder progress towards a truly **sustainable economy**. It is essential that as we advance, we ensure that growth is equitable, allowing all segments of society to benefit from economic development, regardless of their background or circumstances.

Inclusive growth is not merely about increasing wealth but about creating pathways to opportunities, **empowering communities**, and addressing systemic inequities. We must prioritize policies and initiatives that promote access to education, healthcare, and fair employment for all, ensuring that every individual, especially those from marginalized groups, has the resources and opportunities to participate in and benefit from economic growth. By focusing on reducing disparities, we are not only fostering social justice but also laying the foundation for a more stable, cohesive, and prosperous society.

It is also critical to recognize that sustainable development is not only about environmental preservation but about the **social inclusivity** of all people. As we embark on this journey, we must think beyond traditional economic measures and consider the long-term well-being of society. Promoting inclusive growth means focusing on the intersectionality of social, economic, and environmental factors to create policies and practices that are sustainable in every sense of the word.

The work presented in this book highlights the power of research and thought leadership in tackling the complex issue of socio-economic disparities. The insights and findings shared throughout this collection will be crucial in guiding future efforts to ensure that inclusive growth is not just a goal but a reality for all. I commend the editors for their commitment to bringing together diverse perspectives and research that enrich our understanding of these critical challenges and the paths forward.

Dr. Anuj Verma (Director, JIMS Kalkaji)

Preface

In today's interconnected world, achieving a sustainable economy necessitates a simultaneous focus on fostering inclusive growth and addressing socio-economic disparities. This book underscores the urgent need for economic development that benefits all segments of society while upholding principles of environmental sustainability and social equity.

Inclusive growth is an economic model that empowers individuals and communities to actively participate in and benefit from economic progress. Unlike conventional metrics such as GDP, it emphasizes broader indicators of well-being, including access to education, healthcare, employment, and social protection. By striving to reduce inequalities, inclusive growth seeks to ensure a fairer distribution of resources and opportunities.

Socio-economic disparities, on the other hand, manifest in unequal access to essential services and opportunities, often influenced by factors such as income, gender, ethnicity, or geographic location. These inequalities hinder economic progress, destabilize societies, and pose significant challenges to achieving sustainable development goals. Addressing these disparities requires collaborative action by governments, businesses, civil society, and international organizations to design and implement inclusive policies and practices.

Promoting inclusive growth is not only a moral imperative but also an economic necessity for building resilient and sustainable economies. By prioritizing equitable opportunities and addressing systemic disparities, we can create a more just and prosperous world. This book provides a comprehensive exploration of these critical issues and serves as a call to action for collective efforts toward an inclusive and sustainable future. The growing emphasis on sustainability has increased the need for dissemination, research, and awareness on the topic.

The theme of the conference, 'Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy', aims to delve into a deeper understanding of how sustainable practices can be integrated within the economy, environment, and communities.

We are glad to present abstracts in this proceedings for the benefit of the academic community, practitioners and policy makers. We hope that the knowledge from this conference will help the stakeholders significantly.

We would like to extend our warmest welcome to all of the attendees for International Conference 2025. We are much thankful to the conference contributors, keynote speakers, team at Jagannath Institute of Management School, Kalkaji, New Delhi to support the conference and **SYBGEN Learning India Private Limited** to bear all the pains of coordination and delivering a good reference piece.

Dr. Nupur Rao, Dr. Palak Verma and Dr. Divya Sharma

About The Conference

The theme for this year's conference, "Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy," holds significant relevance in today's rapidly evolving world.

At this crucial juncture, the global focus is shifting beyond economic growth toward building systems that are inclusive, equitable, and sustainable. Inclusive growth emphasizes creating opportunities for all, addressing inequalities, and ensuring that no one is left behind in the development process. This becomes particularly critical as the world navigates challenges such as climate change, digital transformation, and resource scarcity.

The primary objective of this conference is to facilitate meaningful discussions on these pressing issues. Over the next two days, experts will explore solutions to bridge socio-economic disparities, foster sustainability, and promote equitable growth.

The key objectives include:

- ❖ Examining innovative policies and frameworks that promote equity.
- ❖ Discussing the intersection of sustainability, digitalization, and consumer behavior.
- ❖ Understanding the role of education, social enterprises, and inclusive practices in achieving these goals.

This platform also serves as a catalyst for collaboration among thought leaders, industry professionals, policymakers, and academicians, aiming to contribute collectively to the development of a resilient and sustainable economy.

The conference is honored to host a distinguished lineup of speakers, including policymakers, researchers, and industry experts, who will share their insights on topics such as sustainable marketing, consumer behavior, green transitions, and inclusive development. The event features engaging panel discussions, technical sessions, and research paper presentations, offering a comprehensive exploration of the theme.

Deep appreciation is extended to all esteemed speakers and participants for their commitment to this crucial discourse. Attendees are encouraged to actively participate, share perspectives, and embrace this opportunity for knowledge exchange and growth.

With that, a warm welcome is extended to all to the XXth International Conference. This platform is an opportunity to inspire and innovate for a future that is inclusive, equitable, and sustainable. The coming days promise enriching discussions and valuable collaborations.

Conference Theme

This conference is designed to:

- ❖ Explore innovative strategies and best practices for fostering inclusive growth.
- ❖ Examine case studies and research on effective policies and interventions that address socio-economic disparities.
- ❖ Facilitate meaningful dialogue among stakeholders to identify actionable steps for reducing inequalities.
- ❖ Highlight the critical linkages between inclusive growth and sustainable development.

Promoting inclusive growth is not only a moral obligation but also an economic necessity for building resilient and sustainable economies. By addressing socio-economic disparities and fostering equitable opportunities, we can pave the way for a more just and prosperous world for everyone. This conference serves as a platform to advance these essential discussions and catalyze collective action toward achieving a more inclusive and sustainable future.

The increasing focus on sustainable tourism further underscores the need for disseminating knowledge, advancing research, and raising awareness on this vital topic. In this context, the conference is centered on the theme, “Promoting Inclusive Growth: Addressing Socio-Economic Disparities on the Journey to a Sustainable Economy.”

To contribute to both literature and practice, the conference has been meticulously structured around the following carefully crafted tracks, ensuring a comprehensive approach to the theme.

- Track 1: Financial Sustainability for Inclusive Economic Growth
- Track 2: Sustainable Marketing: Issues and Challenges
- Track 3: Sustainable Human Resource
- Track 4: Sustainable Marketing: Issues and Challenges
- Track 5: Information Technology: Growth & Sustainability
- Track 6: Operational Sustainability
- Track 7: Global Dimension of Growth & Sustainability

Keynote Speakers

Mr. Jayant Singh, IRTS

Mr. Jayant Singh is currently a **Senior Adviser at NITI Aayog**. Previously, he served as Vice Chairman of the Inland Waterways Authority of India under the Ministry of Shipping, Ports, and Waterways. A civil servant from the 1994 batch of the Indian Railways Traffic Service, he specializes in Public Policy, Infrastructure, and Governance. He is an alumnus of St. Stephen's College, Delhi, the London School of Economics, and the National Defence College, New Delhi. He has held key roles in Rajasthan and Gujarat, notably launching Asia's first double-stack container train in 2006. He served as faculty at LBSNAA, Mussoorie (2011-16) and was the Centre Director for Disaster Management. His interests include National Security and Geo-Strategic affairs, having served as Joint Secretary at the National Security Council Secretariat under the PMO.



Chief Guest

Mr. Neelesh Sah, IA&AS

Mr. Sah, a 1997 batch Indian Audit and Accounts Service (IAAS) officer, is currently Joint Secretary in the Ministry of Environment, Forest, and Climate Change. He has worked with the CAG of India, UNDP Afghanistan, and played a key role in developing IT capacity and data analytics in CAG. Awarded the PM's Award for Excellence (2006-07), he contributed to international standards on IT audits. He is India's UNFCCC and GEF focal point, handling climate change and international cooperation. He led India's climate negotiations at UNFCCC CoPs and during the G20 Presidency. He has represented India at various global forums, steering key environmental resolutions. A B.Tech from ISM Dhanbad, he also holds a PGDBM from IIM Calcutta and global audit certifications.



Guest of Honor

Keynote Speakers

D.K. Malhotra

Dr. D.K. Malhotra is a finance professor at Thomas Jefferson University, teaching courses in Derivatives, Risk Management, Fixed Income, Financial Modeling, and Investments. He has published over 180 research articles in top journals like the *European Journal of Operational Research* and *Journal of Financial Research*. His work on mutual fund expenses has been recognized by the SEC, ICI, and SIA and cited in congressional testimonies. His research on neural networks in consumer loan evaluation was acknowledged by the Federal Reserve Bank of Philadelphia. He has been quoted in *The New York Times*, *Investor's Business Daily*, *Philadelphia Inquirer*, and others. His expertise spans corporate finance, international finance, and portfolio management.



Mr. Saket Sinha

Mr. Saket Sinha has 26 years of experience in multinational consulting, industry, and independent practice. He began his career with EY in 1998 after qualifying as a Chartered Accountant and later worked in finance and marketing at Apollo Tyres. He pursued executive education at IIM Bangalore and founded Sustainability Actions Private Limited in 2020 to offer ESG and sustainability consultancy. He helps businesses integrate ESG frameworks, achieve global certifications, and drive sustainability initiatives. He has shared insights at conferences and academic institutions and contributed five chapters to an ICAI-published book on sustainable development. He also founded the SAAW Foundation, an NGO supporting education for underprivileged children. His weekly volunteering with these kids remains a top priority.



Keynote Speakers

Dr. Sudipti Arora

Dr. Sudipti Arora is an Environmental Research Scientist, Assistant Director at Dr. B. Lal Institute of Biotechnology, and founder of Prakrit Foundation. She holds a PhD in Environmental Engineering from IIT Roorkee and an MTech from MNIT Jaipur. Specializing in waste and water management, she holds a patent for vermifiltration technology and consults on ESG and sustainability. She has authored over 60 publications, edited four books, and guided numerous research students. Recognized globally, she represented India at the UN Water Conference (2023) and has received prestigious awards, including the *Young Water Professional Award* by the Ministry of Jal Shakti. Her initiatives focus on women's empowerment, zero-waste villages, and sustainable development. She envisions transforming education by integrating sustainability, technology, and community engagement.



Dr. Manish Anand

Dr. Manish Anand is a Senior Fellow at The Energy and Resources Institute (TERI), New Delhi, with over 18 years of experience in interdisciplinary policy research, project coordination, outreach, and capacity building. His expertise spans agriculture, land use, climate change, energy, environment, and emerging technology policy. As a visiting faculty member, he contributes to capacity building in systems thinking, sustainability, and socio-economic empowerment. Dr. Anand has published extensively in peer-reviewed international journals, authored policy briefs, newspaper articles, and blog posts, and co-edited two books. He holds an academic background in science policy, innovation studies, development studies, and agriculture.



Keynote Speakers

Dr Abhinav Akhilesh

Dr. Abhinav, an alumnus of Harvard Kennedy School and IIM Lucknow, has over 13 years of experience advising governments on Circular Economy, Water, Sanitation, Waste Management, and Public Health. He is a Partner at Grant Thornton Bharat LLP, leading the Health & Human Services practice. He has contributed to India's Swachh Bharat Mission, the world's largest sanitation program. A published thought leader, he has written on improving public service delivery in developing nations. His work focuses on collaboration with governments, development partners, and private sector stakeholders. His expertise spans Circular Economy, WaSH, Social Protection, Climate Resilience, and Impact Investments.



Mr. Ignace Hindric

Ignace Hindrick, a Belgian business development manager, is the founder-director of DMH Business Advisors Pvt. Ltd. in India, helping European companies expand in the Indian market. He provides practical business support, advising organizations on strategic goals and market adaptation. With expertise in Indian markets, consumer behavior, and business culture, he specializes in feasibility and market studies. Living in India since 2006, he has traveled extensively to Asia since 1995. He is the President of the Belgium Luxembourg Business Association (BLBA) in New Delhi, working closely with the Belgian and Luxembourg Embassies. A sought-after speaker, he shares insights at workshops, guest lectures, and conferences. His interests include traveling, exploring cultures, reading, and lifelong learning.



Keynote Speakers

Dr Samantha Rathnayake

Dr. Rathnayake has over 25 years of experience in management and learning solutions across sectors like UN FAO, ICICI Bank India, SLIM, and SLF. Since 2016, he has been a senior faculty member at the Postgraduate Institute of Management, Sri Lanka, leading executive education and industry research. He chairs multiple national award panels, including Best Management Practices and Entrepreneur of the Year. He serves on advisory boards of key institutions, including the National HR Development Council and the Institute of Bankers of Sri Lanka. A PhD holder from Infrastructure University Kuala Lumpur, he also holds certifications in marketing and HR development. He has delivered over 100 talks at international conferences in 10+ countries.



Prof. Tony Zheng Gangqiang

Professor Zheng has been contributing to the research and practice of TVET, especially at the tertiary level, in China for over 40 years. In his research and practice in TVET, he focuses on curriculum development, especially green skills training. He is also invited to make presentations at many international conferences organized by relevant bodies of UNESCO and universities in India, Korea, Russia, Mongolia, Malaysia, Indonesia, etc..



Keynote Speakers

Dr. Marja-Liisa Tenhunen

Dr. Marja-Liisa Tenhunen served as President and Managing Director at Centria University of Applied Sciences, Finland, from 1995 to 2012. Afterward, she was appointed as a visiting professor at Shanghai University and North China University of Technology, as well as Universidad CETYS Mexico, where she was honored with the “PIMSA Distinguished Visiting Chair in International Strategy.” Since January 1, 2021, she has been the elected rector at Dimitrie Cantemir Christian University, Romania. She earned her Doctorate from Jyväskylä University in 2002, focusing on the professional growth of accounting agency entrepreneurs. Her expertise lies in SMEs, strategic management, accountancy, economics, and human resource management, and she has co-authored books, including “Management Accounting for Professionals” and “Excellence of the Finnish Education System.” In 2014, she was honored as a High-end Foreign Expert by Shanghai University and has contributed to various business organizations and government projects in Finland. She has received multiple prestigious awards, including a Medal of Honour from the President of Finland in 2002 and another from Dimitrie Cantemir Christian University in 2018.



Cintia Kulzer Sacilotto

Dr Cintia Külzer Sacilotto is an Assistant Professor of Innovation, Technology, and Entrepreneurship at the United Arab Emirates University and a Steering Committee Member of the UAE Climate Governance Initiative Chapter. Her research interests include sustainable entrepreneurship, green innovation, and business networks. Dr Cintia has co-authored books and case studies on entrepreneurship and innovation and has published papers in leading peer-reviewed journals. She has conducted research and consultancies for both private and public sectors, as well as international organizations such as the World Bank and the World Economic Forum. Dr Cintia holds a DPhil in International Development and an MSc in Economics for Development from the University of Oxford, as well as a BSc and MPhil in Economics from the University of Chile.



Keynote Speakers

Dr. Wasim Ahmad

Dr. Wasim Ahmad is an Assistant Professor of Management at UCSI Graduate Business School, Malaysia (Ranked Top 284 globally). Previously, he served as a senior administrative officer in Pakistan's Federal and Provincial governments for eight years. He holds a Postdoctoral fellowship from Shenzhen University, a Ph.D. from Fujian Agriculture and Forestry University, and multiple degrees from Pakistani institutions. His research focuses on e-commerce, consumer behavior, CSR, green marketing, Metaverse, and social media. He has published over 25 papers in Web of Science-indexed journals and serves as a reviewer for leading journals. Dr. Ahmad has received numerous national and international awards, including Best Employee, Best Teacher, and research fellowships. Additionally, he excelled in sports, securing 1st position in an inter-college badminton tournament at Shenzhen University in 2020.



Inaugural Session Day 1



Dr. Nupur Rao, Professor at JIMS Kalkaji and Convenor of the conference, provided an insightful overview of the conference theme, "Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy." She emphasized that addressing socio-economic challenges had been essential for sustainable growth and highlighted the crucial role education had played in bridging disparities. She stressed that inclusive development had required collective efforts from policymakers, educators, and industry leaders to create long-term impact.

Dr. Amit Gupta, Chairman of JIMS Kalkaji, delivered the inaugural address, reinforcing the institution's commitment to sustainability and innovative economic growth. He spoke about how fostering unity of purpose had been vital in tackling socio-economic issues. He underscored that innovation had played a key role in achieving long-term sustainable solutions and urged stakeholders to embrace forward-thinking strategies to drive inclusive development.

Mr. Neelesh Shah, Joint Secretary for Climate Change and International Cooperation at the Ministry of Environment, Forest, and Climate Change, linked the conference discussions to the G20 vision of Vasudhaiva Kutumbakam and Mahatma Gandhi's philosophy of inclusive development. He emphasized that international cooperation had been critical in addressing climate change and socio-economic disparities. He highlighted India's demographic advantage and the significant role youth had played in shaping a sustainable future. According to him, India had been uniquely positioned to lead global sustainability efforts by leveraging its young workforce and policy initiatives.

Mr. Jayant Singh, Senior Advisor at NITI Aayog, shared his insights on India's demographic dividend, stating that it had held immense potential in driving inclusive economic growth. He addressed the K-shaped recovery post-COVID, explaining that while some sectors had rebounded quickly, others had continued to struggle, deepening economic disparities. He discussed the role of Foreign Direct Investment (FDI) in fostering economic expansion and outlined India's vision for Viksit Bharat, emphasizing that inclusive growth had been the cornerstone of this vision. He stressed that sustainable development had required policies that ensured all sections of society benefited from India's progress.

Dr. Anuj Verma, Director of JIMS Kalkaji, concluded the session by expressing gratitude to the esteemed speakers, participants, and organizers. He acknowledged the valuable contributions of the dignitaries and emphasized that their insights had laid a strong foundation for the discussions ahead.

This inaugural session set the stage for the conference, with key speakers highlighting the urgency of inclusive growth, sustainability, and international collaboration in shaping a prosperous and equitable future

Technical Session I- Day I



Dr. Abhinav Akhilesh, Partner at Grant Thornton, spoke about business transformation for sustainability, emphasizing that companies had needed to adopt sustainable practices to remain competitive and socially responsible. He highlighted the importance of providing equal opportunities and discussed the evolving role of women in society. He also touched upon government initiatives like the Swachh Bharat Mission, explaining how such programs had contributed to both economic development and environmental sustainability. According to him, businesses had played a crucial role in shaping a more inclusive and sustainable future through responsible corporate strategies.

Dr. Sudipti Arora, an Environmental Research Scientist, explored the role of biotechnology in sustainability. She delved into the causes of climate change and emphasized solutions through the AMG formula—Avoiding, Minimizing, and Generating. She explained how scientific advancements had provided innovative solutions to mitigate environmental damage. By implementing sustainable practices in biotechnology, industries had been able to reduce their carbon footprint and contribute to long-term ecological balance.

Dr. Manish Anand, Senior Fellow at TERI, addressed key issues related to resource efficiency, governance, and sustainable lifestyles. He discussed how governance frameworks had influenced sustainability efforts and stressed the political dimensions of environmental policies. He highlighted that achieving sustainability had required not only technological and economic solutions but also strong political will and governance structures that supported equitable resource distribution and responsible consumption.

Mr. Saket Sinha, Consultant Director at Sustainability Actions, spoke about Environmental, Social, and Governance (ESG) principles and their significance in fostering inclusive growth. He addressed the interconnected challenges of poverty, inequality, and healthcare, emphasizing that sustainable development had required a multidimensional approach. He pointed out that businesses and governments had needed to work together to create policies and frameworks that ensured economic progress without widening socio-economic disparities.

Dr. D.K. Malhotra, Professor of Finance at Thomas Jefferson University, USA, synthesized the discussion, emphasizing the integration of societal development and sustainability. He reiterated that financial strategies had needed to align with environmental and social goals to ensure long-term stability. He highlighted that sustainable economic models had been instrumental in reducing disparities and driving equitable growth. His closing remarks underscored that a collaborative, multidisciplinary approach had been essential for tackling global sustainability challenges effectively.

Technical Session II- Day II

Dr. Cintia Külzer Sacilotto, Assistant Professor at UAE University and researcher at Oxford University, highlighted the critical role of social enterprises in fostering inclusive development. She explained how these enterprises act as catalysts for sustainable growth by addressing societal challenges such as poverty, education, healthcare access, and environmental sustainability. Operating at the intersection of profitability and social impact, social enterprises empower marginalized communities through employment, skill development, and financial inclusion. Sacilotto emphasized the need for supportive ecosystems, including favorable policies, funding mechanisms, and partnerships with governments and private sectors, to scale their impact and contribute to equitable and sustainable growth models.

Dr. Samantha Rathnayake, Senior Management Consultant & Faculty at the Postgraduate Institute of Management, University of Sri Jayawardenepura, discussed sustainable management strategies that integrate inclusivity into business operations. He highlighted how inclusive business models contribute to both organizational success and the welfare of marginalized communities. Through various case studies, he demonstrated how organizations embed inclusivity into their strategies, creating long-term value while addressing social inequalities. Rathnayake stressed the importance of moving beyond traditional profit-driven models and adopting socially responsible practices, asserting that sustainable global growth depends on businesses making inclusivity a fundamental element of strategy and decision-making.

Professor Zheng Gangqiang (Tony), Director of External Affairs & International Education at Zhejiang Technical Institute of Economics, spoke about the interactive development of vocational and community education within China's lifelong education system. He emphasized the role of vocational education in workforce preparation and economic growth, equipping individuals with practical skills and fostering continuous learning opportunities. By integrating vocational training with community development, China has created a sustainable education system adaptable to changing economic demands. Zheng highlighted the link between these initiatives and the United Nations' Sustainable Development Goals, reinforcing their importance in promoting equitable and inclusive learning opportunities while contributing to social stability and national development

Technical Session III- Day II

Mr. Ignace Hindrick, Director at DMH Business Advisors Pvt Ltd, Belgium, highlighted the rising preference for eco-friendly products among Indian consumers. He noted that 60% of Indian consumers preferred purchasing from sustainable companies, and two out of three urban consumers prioritized environmentally responsible brands. Hindrick emphasized that sustainability was no longer a trend but a strategic imperative for businesses to meet consumer expectations and enhance market positioning. He urged companies to rethink their approaches to packaging, sourcing, and operations, stressing that integrating sustainability into branding fostered customer loyalty and long-term growth.

Dr. Wasim Ahmad, Assistant Professor at UCSI Graduate Business School, discussed the role of consumer behavior in promoting sustainable economic practices. He emphasized that understanding consumer psychology was essential for businesses seeking to implement sustainability in operations. Ahmad highlighted how sustainable consumption drove environmental conservation and economic growth. Companies aligning strategies with consumer preferences for sustainability had gained a competitive advantage and contributed to the circular economy. He demonstrated how leveraging behavioral insights enabled businesses to promote eco-friendly products, reduce waste, and strengthen brand reputation.

Dr. Marja-Liisa Tenhunen, Professor at Shanghai University, explored the transformative impact of digitalization on sustainable growth. She highlighted how digital tools like artificial intelligence and big data had enabled businesses to optimize operations, reduce waste, and foster innovation. Tenhunen emphasized that digital transformation was instrumental in driving efficiency, improving decision-making processes, and creating resource-efficient solutions. Through real-world examples, she demonstrated how industries leveraged digitalization for sustainability efforts, from supply chain management to energy conservation. She concluded that digitalization accelerated sustainable development and provided businesses with the agility and resilience needed to navigate an eco-conscious global market.

Photographs



Photographs



About the Editors

Dr. Nupur Rao

Dr. Nupur Rao, Professor of Operations Management at Jagannath International Management School, Kalkaji, has over 22 years of academic and administrative experience. An Electronics and Instrumentation Engineer, she holds an MBA in Finance and a Ph.D. in Management. She has held esteemed roles, including Head of the MBA Department at NRI Group of Institutions, and has a number of national and international publications to her credit. Dr. Rao's expertise lies in Operations, Innovation and Logistics Management. She is a recipient of multiple awards, including the first prize in the new business plan category in a women entrepreneurship workshop at IIM Bangalore and Best Research Paper Presentation at "Sagar Manthan 2019".



Dr. Palak Verma

Dr. Palak Verma is an accomplished academician and researcher specializing in Human Resource Management and Organizational Behavior. She holds a PhD in Commerce, focusing on the impact of technology empowerment on organizational happiness and the adoption of Education 5.0 in Indian universities. Currently an Assistant Professor at JIMS Kalkaji, New Delhi, Dr. Verma has published extensively in high-impact journals and has won multiple Best Paper Awards at international conferences.



Dr. Divya Sharma

Dr. Divya Sharma is an Assistant Professor at JIMS, Kalkaji, with over a decade of experience in academia. She has worked on various funded research projects and serves as a reviewer for renowned international journals. The notable project in her portfolio is her work on Competency Mapping and Individual Development Plan (IDP) for the employees of NSPCL (a joint venture of NTPC and SAIL). Her research interests include workplace bullying, abusive supervision, and cyber incivility. She has been honoured with "Best Research Paper" awards at the International Conference on Management Cases. Dr. Sharma is committed to advancing knowledge in these areas, contributing significantly to the field of management.



Acknowledgment

We express our heartfelt gratitude to all those who contributed to the successful completion of this Book of Abstracts for the XXth International Conference organized by Jagannath Institute of Management School, Kalkaji, New Delhi.

First and foremost, we extend our deepest appreciation to **Dr. Amit Gupta, Chairman**, for his visionary leadership and unwavering support. His dedication to fostering a culture of academic excellence and innovation has been a cornerstone of this institution's success. Dr. Gupta's constant encouragement and belief in the power of knowledge sharing have been instrumental in the planning, execution, and culmination of this prestigious event. His inspirational guidance has not only shaped this conference but also motivated everyone involved to aim for higher standards of academic achievement.

We are equally grateful to **Dr. Anuj Verma, Director**, for his dynamic leadership and invaluable insights throughout the process. Dr. Verma's commitment to promoting research, collaboration, and knowledge dissemination has greatly enriched the academic value of this conference. His proactive involvement and encouragement at every stage have ensured the seamless organization of the event and the successful completion of this publication. His dedication to creating a vibrant learning environment continues to inspire all stakeholders to strive for excellence.

We extend our heartfelt gratitude to **Dr. Navneet Gera, Head of Department**, for his visionary guidance and unwavering support throughout this endeavor. We also deeply appreciate the valuable contributions and insightful suggestions of **CA Dr. Anupama Sharma, Head of Department** which greatly enhanced the quality of this compilation.

Special recognition is extended to **Dr. Nupur Rao, Convener**, for her meticulous coordination, exceptional organizational skills, and tireless efforts in ensuring the seamless execution of the conference and the compilation of this book.

We also acknowledge the invaluable contributions of **Dr. Palak Verma, Ms. Samiksha Bhudakoti, Dr. Divya Sharma**, and other esteemed faculty members, whose efforts were pivotal in the academic success of this project.

We would like to extend our warmest welcome to all of the attendees for International Conference 2025. We are much thankful to the conference contributors, keynote speakers, team at Jagannath Institute of Management School, Kalkaji, New Delhi to support the conference and **SYBGEN Learning India Private Limited** to bear all the pains of coordination and delivering a good reference piece.

Their combined efforts have not only enriched the academic value of this conference but also ensured the successful completion of this Book of Abstracts. We extend our heartfelt thanks to all contributors, participants, and the organizing committee for their unwavering support and dedication, making this international conference a resounding success.

We hope this publication serves as a valuable resource for researchers, practitioners, and students in their academic and professional journeys.

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A Systematic Literature Review Of Sustainable Development Using Artificial Intelligence

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ABSTRACT

This research is an in- depth review of the literature related to the role of artificial intelligence in moving towards sustainability. In this context, this article delves into exploring the advancements in sustainability with the use of AI through a systematic literature review (SLR) using PRISMA technique and VOSViewer software based on Scopus database from the year 2019 to 2024.

The search identified non-duplicated 170,450 papers. Prior to 2019, there were fewer publications, but there has been a substantial increase in publications in the quinquennial period studied. The results display three relationships represented using clusters viz., (i) integration between co-occurrence of keywords, (ii) integration between co-authorship and (iii) integration between country-wise co-authorship. More than half of the documents analysed are from the fields of Business management and Social Science. Most of the number of documents that are a part of study were published China dominates in the number of documents published between 2019 and 2024, followed by United States and India. On analysing 11,851 English language articles, the paper concludes by identifying the research gap and provides future scope of research in the field of artificial intelligence and sustainability not limited to academicians and business houses but for the betterment of society as a whole.

Keywords: Sustainable development, artificial intelligence, machine learning, SDGs.

JEL classification:Q01, C63, Q55, O38.

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The Role Of Digital Marketing And Automation In Enhancing Msme Competitiveness

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) are essential to the Indian economy, contributing 30% to the GDP and providing jobs for over 11 crore people. However, their competitiveness falls short compared to global standards, particularly in China, where MSMEs represent 60% of GDP and 80% of employment. This study examines how digital marketing and the use of automation tools can transform the competitiveness of MSMEs in India in the NCR region, focusing on its effects on sales growth, customer engagement, and operational efficiency finally leading to revenue growth. Using a mixed-method approach, this research combines the Unified Theory of Acceptance and Use of Technology (UTAUT) model with additional factors, such as barriers and firm characteristics, to investigate behavioral intentions and actual technology usage. Data from 400-500 MSMEs in the Delhi-NCR region, to be gathered through structured questionnaires and interviews, are analyzed using Structural Equation Modelling (SEM). The study will emphasize the need for targeted government initiatives to address these issues, like subsidized training and credit support. Additionally, successful examples from global platforms like Amazon and Alibaba highlight the potential of digital integration to overcome obstacles. This research adds to the sparse literature on MSME technology adoption in developing countries and offers practical insights for policymakers and businesses looking to utilize digital marketing and automation for sustainable growth. Future studies will broaden the scope to include other regions and evaluate the long-term effects of these digital strategies.

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YUVA (Youth Unmapped Volunteer's Association): Achieving Sustainable Development Goals In The Heart Of India

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ABSTRACT

This case study is about the vision and motto of an Indian couple, that led to the formation of a NGO named YUVA (Youth Unmapped Volunteer's Association), and its Gaon Leke Dekho Abhiyan(GLDA) “Adopt a village”, in the Indian state of Madhya Pradesh, also called “Heart of India”. The case describes the story of an educated couple who worked single handedly, without any government aid, to bring in transformation in villages through their NGO, and how they were able to accomplish what the local government could not. It strives to bring forth the achievements of individuals and NGOs that work at grass root levels, thus aiding the fulfillment of the SDG goals. The case discusses the rural transformation achieved by the NGO and presents the dilemma regarding funding of the NGO which is currently working on private philanthropy of the couple and meager CSR funds.

Keywords: Sustainable development, Sustainable development goals, NGO, Private Philanthropy, Corporate Social responsibility.

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Education 5.0: A Catalyst for Post-Pandemic Sustainable Development Goals in the Education Sector

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ABSTRACT

This study investigates the impact of the involuntary adoption of Education 5.0 within the Indian university system during the COVID-19 pandemic. While previous literature has primarily focused on the challenges faced by academicians during the pandemic, this research shifts the focus to how the pandemic-induced transition has shaped academicians' technical, emotional, and mental well-being. The study explores how these developments align with the achievement of Sustainable Development Goal 4 (SDG 4), which emphasizes inclusive and equitable quality education.

Through interviews with 15 academicians, the study captures their insights on how the challenges of the COVID-19 era helped them evolve into more Education 5.0-oriented educators, fostering resilience and adaptability. Furthermore, it highlights the growth and changes that have occurred in the post-pandemic era, emphasizing the role of Education 5.0 in enhancing teaching practices and supporting the pursuit of SDG 4. The findings contribute to understanding how the intersection of technology, emotional well-being, and sustainable practices has transformed the education sector.

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The Growing Popularity of Electric Vehicles among Indian Consumers

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ABSTRACT

Generative AI in Electric Vehicles the Rise of Electric Vehicle Adoption in India: Insights and Analysis
The Electric Vehicle (EV) market in India has been gaining momentum in recent years. This research discovers the key impact factors of consumer interest in EVs by examining a sample of 200 respondents from wide demographics. The relationship between consumer behaviour and age group, income level, environmental awareness, level of education, and awareness of government incentives are examined through cross-tabulations and statistical analyses. Younger consumers, especially ones with higher education attainment and EV awareness, are more interested in owning EVs, according to the findings. In addition to the need for government incentives, there is a lack of awareness, especially among low-income groups, which is another major hurdle." According to the study, the level of interest in electrical vehicles is closely connected to the willingness to switch from traditional petrol/diesel vehicles, which can provide greater insight into the need for targeted marketing and educational campaigns. These insights into consumer behaviour can guide policymakers, marketers, and stakeholders in the EV industry, in identifying how tailored approaches are needed to increase awareness of electric vehicles, close the knowledge gap and promote the transition to sustainable transportation solutions.

Keywords: Electric Vehicles (EVs), Consumer Behavior, Environmental Awareness, Government Incentives, Adoption, Cross-tabulation, Statistical Analysis, India, Sustainable Transportation.

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Financial Management: Principles, Challenges, and Innovations

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ABSTRACT

This study delves into the fundamental principles of financial management, evaluates the current obstacles encountered by businesses, and underscores the emerging advancements in the industry. The sustainability and expansion of organizations heavily rely on effective financial management. The approach taken in this paper is qualitative, incorporating literature reviews, case studies, and expert interviews to offer a comprehensive understanding of financial management practices and their adaptation to technological progress and evolving economic environments.

Keywords: Principles of financial management, as well as the challenges and innovations associated with it, are important considerations.

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From Selection To Solution : Tackling Hr Recruitment Challenges With Best Worst Method

Ojhal Dawar¹

ABSTRACT

Artificial Intelligence (AI) has radically redefined HR recruitment processes, amplifying efficiency and transforming how talent is sourced and evaluated. AI-powered tools and sophisticated algorithms have streamlined the initial screening and shortlisting of candidates, enabling HR professionals to swiftly navigate vast pools of applications with remarkable precision. By leveraging cutting-edge machine learning models, AI can match candidates to job descriptions with unparalleled accuracy, considering not only skills and experience but also cultural alignment and potential for growth, thereby elevating the caliber of new hires. Moreover, AI has the potential to mitigate unconscious bias in recruitment by standardizing assessments, although ensuring that algorithms are free from perpetuating pre-existing biases remains essential. AI-driven technologies, such as dynamic chatbots and virtual assistants, have revolutionized the candidate journey, delivering real-time responses, effortlessly managing interview schedules, and offering personalized updates, creating a seamless and engaging experience. Predictive analytics further elevate recruitment strategies by forecasting hiring needs and optimizing resource allocation, allowing HR teams to proactively plan for future growth. Additionally, AI automates routine administrative tasks, freeing HR professionals to focus on more strategic, value-driven activities. However, the adoption of AI in recruitment necessitates careful consideration of data privacy, algorithmic transparency, and the continuous evaluation of biases. As AI technology advances, HR leaders must remain agile, keeping up with innovations while ensuring that AI systems are deployed ethically, responsibly, and with the necessary oversight to harness their full potential. This abstract underscores the transformative power of AI in recruitment, showcasing its potential to drive innovation while highlighting the importance of mindful implementation.

Keywords: Artificial Intelligence, HR recruitment, Talent sourcing, Skills, Experience, Cultural alignment, Innovation, Predictive analytics, Algorithmic transparency, Ethical deployment.

Green Business Practices: Driving Sustainable Development

Maneesha T M¹

ABSTRACT

This study investigates the essential function of environment friendly business practices in promoting sustainable development. It assesses how organizations can incorporate ecological considerations into their operations, resulting in both environmental advantages and improved economic outcomes. Through the examination of case studies from diverse industries, the research underscores effective strategies such as resource optimization, waste minimization, and sustainable supply chain management. The results indicate that the adoption of green practices not only aids in environmental sustainability but also encourages innovation, enhances brand reputation, and addresses the increasing consumer demand for sustainable products. The study concludes with suggestions for businesses aiming to adopt sustainable practices, highlighting the significance of leadership dedication and stakeholder involvement in achieving enduring sustainability objectives.

Keywords: Green business practices, sustainable development, environmental sustainability, resource efficiency, waste reduction

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Navigating the landscape of ESG reporting towards a unified approach and cohesive frameworks for Responsible practice

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ABSTRACT

Environmental, Social, and Governance (ESG) reporting has become an essential mechanism for organizations to align their operations with global sustainability goals. This article examines the growing significance of ESG reporting in enhancing transparency, accountability, and long-term organizational resilience. It explores the various frameworks and standards that govern ESG reporting, both at the international and national levels, with a focus on key global frameworks such as the Global Reporting Initiative (GRI), the Sustainability Accounting Standards Board (SASB), and the Task Force on Climate-Related Financial Disclosures (TCFD), International Integrated Reporting Council (IIRC), International Finance Corporation (IFC) Performance Standards. National frameworks, including India's Business Responsibility and Sustainability Reporting (BRSR), provide further insight into nation-specific ESG compliance requirements.

The integration of these frameworks is critical in addressing global challenges, including climate change mitigation, social equity, and governance reform. ESG standards not only enhance corporate reputation and build stakeholder trust, but they also play a pivotal role in promoting environmental conservation and social welfare by driving resource efficiency, reducing emissions, and encouraging community development initiatives. However, with the proliferation of ESG frameworks and reporting standards, organizations, particularly those new to the field, face significant challenges in selecting and applying the most relevant framework. This lack of a unified approach often leads to inconsistencies in ESG reporting, making it difficult to benchmark performance, compare across sectors, and ensure alignment with sustainable development objectives. This article underscores the necessity for a unified ESG reporting approach to mitigate these challenges, facilitate better comparability, and promote standardized, actionable reporting practices.

The article aims to provide valuable insights for stakeholders, policymakers, and corporate decision-makers by highlighting the transformative potential of ESG reporting in fostering a sustainable and equitable future. It emphasizes the importance of a cohesive framework to streamline ESG disclosures and enhance their impact on environmental, social and governance outcomes.

Keywords: Climate change mitigation, ESG disclosures, ESG reporting, Frameworks, Standards.

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Balancing Act Or Olympic Gamble? Why Hosting The 2036 Games Challenges India's Bharatiya Inclusive Development Model

Dr. Anish Patil¹

ABSTRACT

Given India's limited resources, it is crucial for the country to prioritize investments that deliver the greatest benefit to the broader population. Rather than channelling substantial funds into high-cost, high-profile events like hosting of the Olympics, which may offer limited long-term returns, India should focus on initiatives that address pressing needs that foster inclusive development and invest in initiatives that offer guaranteed return of investments. Investments in essential areas such as education, healthcare, infrastructure, and social welfare can create lasting improvements in the quality of life for all citizens. By directing resources towards programs that promote public health, enhance educational opportunities, and support economic and social development, India can achieve more equitable and sustainable growth. If it really would like to increase its soft power, in may be worthwhile investing in the Indian space or defence program can increase its soft power as well as increased visibility and recognition throughout the world. This strategic approach ensures that the benefits of investment are widely shared, ultimately contributing to a stronger, more resilient society.

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The Effect of Social Media-Integrated E-commerce on Consumer Purchasing Behaviour: A Case Study of The Souled Store

Dr Jessy John¹

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ABSTRACT

This study looks into the integration of e-commerce and social media—known as social commerce and its impact on consumer purchasing behaviour, with a particular emphasis on The Souled Store, a prominent Indian clothes store. By merging shopping experiences with social interaction, social commerce has revolutionised how customers discover, evaluate, and buy products. This article investigates the elements that influence purchasing decisions in this new setting, including trust, engagement, and the usefulness of social media platforms in consumer decision-making. The study uses survey data from a sample of 50 respondents to identify demographic patterns, engagement trends, and the key motivators driving purchases on social media sites. The findings indicate a significant preference for Instagram, a positive consumer assessment of The Souled Store's quality, and insights into the brand's attractiveness via exclusive deals and personalised suggestions. These findings underscore the importance of social commerce for organisations looking to reach younger audiences and offer actionable suggestions for increasing brand trust and engagement in the Indian digital marketplace.

Keywords: E-commerce, Social media integrated E-commerce, Consumer Purchase Intention.

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Quick Commerce- A new way of consumption for today's consumers- A Case Study

Dr. C. Shekhar Upadhyay¹

Nikhil Maheshwari²

ABSTRACT

Manish was woken up in the early morning by the commotion coming out of the hall of his apartment. After reaching to the hall, he sees not one but four of his cousins had come with their wives and children. He looked at his wife Pallavi, who looked at him with the emotion of 'I told you so'. Pallavi has been asking Manish to go to nearby super market to get the usual supplies for the house, as usual he had forgotten. Now, the crisis is here. What must be done. Rather than panicking, Manish rushed to his cell phone and ordered the supplies of groceries. By the time tea was being served, the doorbell rang. Here was the saviour of both Manish and Pallavi's reputation, a delivery boy from the hyper delivery app, delivering the ordered supplies just in 20 Minutes at the door steps of Manish and Pallavi's house saving them from utter embarrassment and especially, Manish from Pallavi's wifeyrage.

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Internationalization and Sustainability Performance in the Indian IT Industry:

A Case Study of Infosys Ltd.

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ABSTRACT

Purpose: This paper illustrates the internationalization process of the Indian IT sector via Infosys Ltd., as to how it managed to attain global competitiveness and became a global front-runner in a relatively short period of time. Further, it traces the internationalization history of the company, its motivations to internationalize, the internationalization path adopted by the firm and strategies pursued to meet its organizational objectives in the last two decades from the year 2003-04 to 2022-23. The second part of the paper is attempting to understand the sustainability performance of Infosys by reviewing their initiatives, guidelines and policies implemented to achieve its sustainability goals.

Design/Methodology/Approach: A case-study approach has been used to capture dynamic internationalization patterns. The data has been collected through multiple sources including annual reports, business press, external agencies, industry associations, analysts' presentations, annual sustainability reports and ESG reports published by the firm.

Findings: It is observed that Infosys has been the pioneer in the Indian IT sector in terms of incorporating sustainable business practices that its competitors can learn from. As far as internationalization is concerned, Infosys has pursued the path of organic growth i.e. building capabilities by opening up dedicated R&D Labs, forging tie-ups with universities abroad, and providing world class training to young workforce to become technology masters etc.

Originality: The paper has contributed immensely to the existing international entrepreneurship literature, as it's uncovered new dimensions of internationalization and sustainable development.

Keywords: Infosys, Internationalization, ESG, Sustainability, Sustainability Reporting

JEL Classification Code: M16, M21, L2

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Comparative Analysis Of Crowdfunding And Angel Investing: Opportunities, Challenges, And Impacts On Startup ecosystems

Dr. Shainu Mathew¹

ABSTRACT

Crowdfunding and angel investing represent distinct yet complementary approaches to financing startups, each offering unique opportunities and challenges that significantly shape startup ecosystems. Crowdfunding, leveraging platforms like Kickstarter or Indiegogo, democratizes access to funding by allowing entrepreneurs to raise small amounts of capital from a large pool of backers, often in exchange for pre-sales, equity, or rewards. This method fosters community engagement, validates market demand early, and reduces dependence on traditional funding sources. However, it poses challenges such as the need for intensive marketing, the risk of intellectual property exposure, and uncertainty about sustaining long-term investor relations. On the other hand, angel investing involves high-net-worth individuals providing substantial capital, mentorship, and industry expertise to startups in exchange for equity. This approach often accelerates growth through personalized support and access to robust networks but requires founders to relinquish some control and face potential conflicts over strategic direction. The interplay of these funding methods diversifies the financial landscape for startups, fueling innovation while highlighting the need for regulatory frameworks and entrepreneurial acumen to mitigate risks and maximize impact on the broader ecosystem

Keywords: Crowdsourcing, Angel Investing, Resource integration, Web utility

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AI Leverage in the Financial Sector

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ABSTRACT

Artificial Intelligence is now an important part of the financial industry, bringing about a revolution in the decision-making processes and risk management. This paper discusses the effect of AI on the banking industry, which makes it possible for the enhancement of customer experience, optimization of operations, and acquiring a competitive edge. We present how AI tools are being applied to tasks such as loan approvals and credit scoring, as well as fraud detection and investment analysis. The paper addresses not only the technology and challenges but also the ethical dilemmas of AI in the finance sector in terms of accountability and transparency, and finally, we conclude discussing the future aspects of AI into banking with need for continuous innovations and integrating fresh AI technologies emerging in the new era.

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Food, Health, and Economy: A Perspective from Potters of East Champaran, Bihar

Amit Kumar¹

ABSTRACT

The psychological and physiological well beings of human cannot be fulfilled without quality and nutritious food. At the same time consumers utility do matters. The authors have many questions in their mind like how consumer's behaviours vary at the time of paying money for any products at street vending shops and branded shops or malls. Keeping the similar thoughts in mind, the authors try to explore the answers of the question how consumers behaviours changes when you pay for cooked food in metallic pots and earthen pots? The study is on the basis of mass non-vegetarian food consumptions in East Champaran district of Bihar where people do not think about the price, when the food is cooked in earthen pots. The essence of utility received after eating meat cooked in earthen vessels (famously known as "Ahuna") has its own economic advantages making impacts over the traditional pottery practitioners mostly the *Kumhars* and other associated stakeholders. "Ahuna" of Champaran has become another brand (known by "Champaran Meat House") diffusing all over India through bottom-up approach in its own way. This paper will analyse the earthen vessels as a common point among food, health, and economy from the perspectives of *Kumhar* community of East Champaran, Bihar and will also see the markets with socio-economic impacts including mental as well as physical well beings of the consumers. The paper has been written based mostly on primary data that includes interviews, questionnaire, and observation from the East Champaran Region of Bihar in India.

Keywords: Food, *Ahuna*, Health, Economy, *Kumhar*, Champaran.

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Sustainable Growth Through Ayurveda : Ancient Wisdom For Amodern World

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ABSTRACT

In contemporary India, the pursuit of economic growth often overshadows the critical need for sustainability, particularly in the context of significant socio-economic disparities. This article advocates for a paradigm shift in defining growth—not solely as an economic metric but as a measure of ecological and cultural resilience. We explore the profound implications of health on sustainable development, emphasizing the impact of non-communicable diseases (NCDs) on productivity and economic output. The rising prevalence of NCDs presents a pressing challenge, with projections indicating substantial economic losses. In this context, Ayurveda, an ancient system of medicine rooted in prevention and personalized care, emerges as a viable alternative for addressing health and wellness in marginalized communities. We analyze how integrating Ayurvedic principles into contemporary healthcare and development strategies can mitigate the financial burdens of health issues, stimulate local economies, and promote ecological sustainability. With the Ayurvedic market projected to reach \$24.1 billion by 2024, its potential to create jobs and foster resilience within communities is significant. This article highlights Ayurveda as not only a healthcare modality but also a catalyst for sustainable development, offering a holistic framework that aligns with national and global health initiatives. Through the lens of Ayurveda, we propose a comprehensive approach to achieving equitable and sustainable growth, underscoring the interconnectedness of health, community well-being, and environmental stewardship.

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Exploring The Role Of Flexible Work Environments In Enhancing Employee Retention In The Wastewater Treatment Industry: A Qualitative Study Using Nvivo.

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ABSTRACT

The wastewater treatment industry (WWTI) plays a crucial role in environmental sustainability and public health, yet it faces persistent workforce challenges, particularly concerning employee retention. High attrition rates, demanding work conditions, and limited career growth opportunities make it difficult for Small and Medium Enterprises (SMEs) in the sector to maintain a stable workforce. This study investigates the impact of flexible work environments on employee retention within WWTI SMEs in Noida, India, focusing on how workplace flexibility can enhance job satisfaction, reduce turnover, and improve workforce stability. Using a qualitative research approach, semi-structured interviews were conducted with employees and HR professionals across selected SMEs. Thematic analysis was performed using NVivo 14, allowing for the identification of key challenges, retention factors, and potential strategies. Findings indicate that flexible work arrangements, such as adjustable shift schedules, remote work options (for administrative roles), and job-sharing mechanisms, can significantly improve employee satisfaction and commitment. However, SMEs face operational, financial, and regulatory barriers in implementing such policies effectively. This research underscores the need for a tailored approach to employee retention in WWTI SMEs, integrating workplace flexibility with broader HR and management strategies. The findings contribute to both academic literature and industry practices, offering a sector-specific framework for improving retention in one of the most critical yet challenging industrial domains.

Keywords: Employee Retention, Workplace Flexibility, Wastewater Treatment Industry, Small and Medium Enterprises (SMEs), Job Satisfaction, NVIVO

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Rejection In Job Interviews: Analysing Applicants' Emotional Responses

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ABSTRACT

In the intensely competitive and rapid environment, individuals striving for employment often face rejection, tending to potential demotivation or self-doubt over their ability. This research seeks to analyse candidates' emotions to rejection and identify the elements linked with interview rejection. While this study is still in progress, preliminary findings suggested that rejected candidates who did not anticipate to be hired didn't feel as bad about the outcome, whereas those who expected to be hired felt worse about being rejected. While findings of another study indicated that when no particular feedback is provided, people with a more positive attributional style report feeling better following rejection, especially if they believe the situation is unfair. Results of another study revealed that individuals who passed the test had a more positive perception of the company and the test, but those who failed had a more negative perception. The study also demonstrated that time and feedback can alter test-taking confidence, with negative emotions frequently being alleviated following constructive criticism. The purpose of this study is to better understand the emotional responses of candidates to rejection and the variables that affect these responses. Although initial results offer important insights into the influence of feedback, attributional style, and expectancies, more research is necessary to completely examine these dynamics. Since this study is ongoing, further information and analysis will serve to clarify these results and provide a more thorough comprehension of the emotional experiences of candidates throughout the recruiting process.

Keywords – Interview rejection response, feedback and attributional style, candidates' expectations, recruitment process dynamics

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Influence Of Social Media Platforms Onhotel Branding And Customer Engagement: A Case Study Of Uttarakhand

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ABSTRACT

This research work analyses the impact of social media platforms on hotel branding and customer engagement in the state of Uttarakhand. Social Media Marketing Activities (SMMA) was the independent variable, Brand Equity was the mediating variable, and Customer Engagement was the independent variable. Primary data was collected from 322 respondents with the help of a structured questionnaire by employing a 6 Likert scale. A comprehensive methodology was used, integrating the measurement model, structural model, and hypothesis testing. The results disclosed that SMMA meaningfully improves Brand Equity, which in turn positively influences Customer Engagement. The research also established the direct impact of SMMA on Customer Engagement. The Fit Indices authenticated the Measurement Model, while R² values established substantial variances elucidated in both Brand Equity (52%) and Customer Engagement (60%). The research accentuates the critical role of social media in nurturing Brand Equity and enhancing Customer Engagement interactions, offering strategic insights for hotel industry in the state of Uttarakhand.

Keywords: Social Media Marketing Activities, Brand Equity, Customer Engagement, Hospitality Industry, Uttarakhand.

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Exploring The Nexus Between Inclusive Leadership, Psychological Empowerment And Organizational Citizen Behaviour

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ABSTRACT

This study examines the relationships between inclusive leadership, organizational citizenship behavior (OCB), and psychological empowerment, with a particular focus on the mediating role of psychological empowerment. Inclusive leadership is increasingly recognized as a key factor in fostering diverse and inclusive work environments, where all employees feel valued, supported, and respected. Such leadership behaviors are hypothesized to enhance employees' psychological empowerment, which in turn influences their engagement in OCB—discretionary, voluntary behaviors that contribute positively to the organization. Psychological empowerment, defined by a sense of meaning, competence, autonomy, and impact, is proposed as a mediating variable that explains how inclusive leadership influences OCB. The study finds that inclusive leadership has a significant positive effect on psychological empowerment, as leaders who promote inclusivity are likely to make employees feel more competent, valued, and autonomous. This heightened sense of empowerment motivates employees to engage in OCB, such as helping colleagues, showing initiative, and supporting organizational goals beyond their formal job duties. Furthermore, psychological empowerment is shown to mediate the relationship between inclusive leadership and OCB, suggesting that the empowerment employees experience as a result of inclusive leadership is what drives their extra-role behaviors. The findings underline the importance of inclusive leadership in creating an empowered workforce, which leads to enhanced OCB. This research contributes to the understanding of how leadership behaviors influence both employee motivation and organizational outcomes, emphasizing the critical role of psychological empowerment as a pathway to achieving organizational citizenship behaviors.

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Hospitality HR Excellence: Orana Hotels' Path to Employee Engagement and Retention

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ABSTRACT

This case study delves into the talent acquisition and management practices at Orana Group of Hotels, a luxury hospitality brand rooted in the philosophy of elegance and refinement. As a unit of Friendshiptime.com Pvt. Ltd., Orana leverages its corporate legacy in event management to deliver exceptional guest experiences, heavily reliant on its skilled workforce. The study highlights pressing challenges faced by the hospitality sector, including high attrition rates (up to 50% in frontline roles), skill shortages due to inadequate industry-specific training, and the increasing demand for diverse and inclusive hiring practices.

Orana addresses these challenges through innovative talent acquisition strategies, such as leveraging job portals, AI-driven tools, campus placements, and inclusion-focused recruitment policies. The group emphasizes leadership development, career growth, and internal mobility to ensure employee satisfaction and succession planning. Despite these efforts, Orana encounters difficulties in attracting talent to its semi-urban properties and competing with global brands.

To overcome these obstacles, the case study recommends enhancing employer branding, implementing work-life balance initiatives, and adopting sustainability-focused HR practices. By expanding partnerships with regional hospitality schools and investing in predictive analytics, Orana aims to solidify its position as an employer of choice, fostering long-term employee engagement and operational excellence.

Keywords: Talent acquisition, Talent management, Orana Group of Hotels, Luxury hospitality, Event management, Guest experiences, Workforce challenges.

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Promoting Inclusive Growth: Addressing Socio-Economic Challenges For A sustainable Economy

Swarnali Majumder¹

ABSTRACT

In today's interconnected world, the journey toward a sustainable economy requires prioritizing inclusive growth and addressing socio-economic disparities. This research paper explores innovative strategies, best practices, and actionable solutions to foster inclusive growth, emphasizing its critical link to sustainable development. Drawing insights from the Blossom initiative—a platform that empowers sustainability through biodegradable products—this study highlights the potential of creating economic opportunities that benefit all societal segments while advancing environmental and social equity.

Keywords: Inclusive Growth, Sustainable Economy, Socio-economic Disparities, Biodegradable Products, Environmental Sustainability

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A Comprehensive Evaluation of Airlines Service Quality: Analyzing the Assurance and Reliability Dimensions

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ABSTRACT

This study provides an in-depth appraisal of airline service quality by focusing on the Assurance and Reliability dimensions of the SERVQUAL model. Passengers are assured of confidence through Assurance, concerning the knowledge, courtesy, and ability of the staff; they derive Reliability from delivering consistent and accurate service. Therefore, these dimensions form the crux for passengers' perceived satisfaction. Using cross-sectional passenger data from a wide range of airlines, this study tries to explore how these dimensions shape passengers perception and loyalty. Findings indicate that Assurance and Reliability have a significant impact on the trust and satisfaction of passengers, which indicates that these two factors are responsible for the positive airline image. The findings of the study provide actionable recommendations to airline managers to enhance service reliability and improve staff training to meet passenger expectations. This analysis contributes to a more in-depth understanding of how service quality impacts passenger loyalty and positions the airlines to hone their competitive edge on the market.

Keywords: Assurance and Reliability, passenger expectations, service quality, loyalty.

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Exploring The Gig Economy: How Flexibility, Autonomy, Financial Precarity And Social Support Shape Gig Worker's Psychological Well-Being For A Sustainable Future

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ABSTRACT

This conceptual paper explores the psychological well-being of gig workers by analyzing the interaction among critical factors of gig work like autonomy, flexibility, financial precarity, and social support. The expansion of the gig economy provides potential for autonomy and flexible work arrangements, while concurrently presenting issues associated with income instability that could lead to financial precarity and the absence of social support. The study examines the impact of these elements on gig workers psychological well-being, highlighting the dual nature of gig employment - its capacity to improve well-being through flexibility and autonomy, contrasted with the stress induced by financial precarity and lack of social support. This study aims to provide insights into how to better support the psychological well-being of gig workers by synthesizing existing knowledge using the PRISMA framework, thus contributing to a sustainable and resilient gig economy.

Keywords: Well-being, Gig economy, psychological well-being, PRISMA

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Design Thinking In Public Banking Sector

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ABSTRACT

The Indian banking sector serves as a critical pillar of the nation's economy, contributing to financial intermediation, credit creation, and inclusive growth. Despite significant advancements, public sector banks (PSBs) face systemic and operational challenges, including inefficiencies in service delivery, outdated processes, and limited technological adoption. This study explores the multifaceted dynamics of the sector, emphasizing the role of technological advancements such as artificial intelligence and blockchain in addressing these challenges. Through a mixed-method approach involving primary and secondary data collection, the research identifies key issues faced by stakeholders, including retail customers, corporate clients, employees, and shareholders. Findings reveal disparities in customer satisfaction, low digital banking adoption among certain demographics, and high employee workloads. Statistical analyses, such as regression and correlation tests, underscore the impact of employee training and financial literacy initiatives on improving operational efficiency and digital adoption. The study proposes actionable strategies to enhance public sector banks' resilience and competitiveness. Recommendations include streamlining operational processes, investing in employee development, promoting digital banking adoption, and leveraging advanced technologies. These initiatives aim to bridge gaps in customer expectations, foster financial inclusion, and ensure sustainable growth. The research provides a roadmap for transforming public sector banks into more efficient, customer-centric institutions capable of thriving in an evolving financial landscape.

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A Study to analyse the applications and research complications in IoT

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Dr. Priyanka Gandhi³

ABSTRACT

As the Internet of Things (IoT) emerges as the next evolutionary phase of the internet, it is crucial to explore potential application domains and identify associated research domain and challenges. From smart cities and healthcare to smart agriculture, logistics, retail, and even smart homes, IoT is poised to permeate virtually every aspect of our daily lives. Despite significant advancements in IoT- enabling technologies in recent years, numerous challenges persist. The inherent heterogeneity of IoT technologies, encompassing diverse elements from sensing and data collection to processing, inference, and communication, presents a complex landscape with numerous research challenges. Given its pervasive impact on society, IoT has become a focal point for research across various disciplines, including information technology and computer science. This paper examines recent advancements in IoT technologies, explores potential future applications, and discusses the critical research challenges that lie ahead.

Keywords: Internet of Things; IoT applications; IoT challenges; future technologies; smart cities; smart environment; smart agriculture; smart living

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Systematic Literature Review On Employee Perception Of Csr During Covid-19: Insights On Psychological Capital, Engagement, And Performance

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*Mrs. Asma Nabi*²

ABSTRACT

The global COVID-19 pandemic presented significant challenges for both employees and organizations, highlighting the urgent need for corporate social responsibility (CSR) initiatives that focus on employee well-being. This paper provides a systematic literature review of employee perceptions of CSR during the COVID-19 crisis, examining its relationship with psychological capital, engagement, and performance. The review synthesizes findings from 97 articles published between 2003 and 2020, emphasizing the impact of CSR on internal stakeholders during times of crisis. The study identifies key trends, dimensions, and gaps through a structured methodology, revealing that CSR initiatives aimed at enhancing psychological capital—such as hope, resilience, optimism, and self-efficacy—have a positive effect on employee attitudes and performance. Additionally, the paper highlights the often-overlooked connection between CSR and the outcomes for internal stakeholders during the pandemic, offering practical insights for CSR practitioners and organizations seeking to manage crises effectively, positively influence employee attitudes and performance. The paper also highlights the underexplored link between CSR and internal stakeholder outcomes during COVID-19, offering actionable insights for CSR practitioners and organizations aiming to navigate crises effectively.

Keywords: Pandemic, Psychological capital, Employee engagement, Employee performance

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Innovating The Sports Industry In India: A Design Thinking Approach

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ABSTRACT

The sports industry in India is growing rapidly and plays an important role in boosting the economy, promoting health, and fostering social unity. However, there are major challenges, such as a lack of proper sports infrastructure, limited medical facilities for athletes, and unequal focus on sports other than cricket. These issues make it harder for India to compete globally and support athletes effectively. This project uses innovation and design thinking to identify and address these problems.

Solutions include increasing investment in sports medicine, building sports facilities in rural areas, and encouraging private companies to contribute to sports development. Technology, such as injury prevention tools and athlete monitoring systems, can also play a big role in improving performance and safety. A key recommendation is creating an app that provides athletes and coaches with information about nearby medical facilities, government support programs, and opportunities to connect with others. This app could make accessing resources faster and easier, helping athletes focus on their performance.

By addressing these challenges through better policies, funding, and collaboration between the government, private sector, and grassroots organizations, India can build a stronger sports ecosystem. This will not only enhance the country's international reputation but also create more opportunities for athletes across all regions and sports.

Key words: Sports Industry, India, Economic Contribution, Infrastructure, Sports Medicine, Innovation, Design Thinking, Grassroots Development, Injury Prevention.

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Editors



Dr. Nupur Rao, Professor of Operations Management at Jagannath International Management School, Kalkaji, has over 22 years of academic and administrative experience. An Electronics and Instrumentation Engineer from S.G.S.I.T.S, Indore, she holds an MBA in Finance from Devi Ahilya Vishwavidyalaya and a Ph.D. in Management from Barkatullah University, Bhopal. She has held esteemed roles, including Head of the MBA Department at NRI Group of Institutions, and has a number of national and international publications to her credit. Dr. Rao's expertise lies in Operations , Innovation and Logistics Management. She is a recipient of multiple awards, including the first prize in the new business plan category in a women entrepreneurship workshop at IIM Bangalore and Best Research Paper Presentation at "Sagar Manthan 2019."



Dr. Palak Verma is an accomplished academician and researcher specializing in Human Resource Management and Organizational Behavior. She holds a PhD in Commerce, focusing on the impact of technology empowerment on organizational happiness and the adoption of Education 5.0 in Indian universities. Currently an Assistant Professor at JIMS Kalkaji, New Delhi, Dr. Verma has published extensively in high-impact journals and has won multiple Best Paper Awards at international conferences.



Dr. Divya Sharma is an Assistant Professor at JIMS, Kalkaji, with over a decade of experience in academia. She has worked on various funded research projects and serves as a reviewer for renowned international journals. The notable project in her portfolio is her work on Competency Mapping and Individual Development Plan (IDP) for the employees of NSPCL (a joint venture of NTPC and SAIL). Her research interests include workplace bullying, abusive supervision, and cyber incivility. She has been honoured with "Best Research Paper" awards at the International Conference on Management Cases. Dr. Sharma is committed to advancing knowledge in these areas, contributing significantly to the field of management.