

BOOK OF ABSTRACTS

2nd International Conference on Digitalization,
Innovation, Technology and Sustainability

DigITS 2024

[Woxsen University, Telangana, India
University of Bradford, UK]

Book of Abstracts

**2nd International Conference on Digitalization,
Innovation, Technology and Sustainability**

DigITS 2024

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Paperback ISBN: 979-8-89171-170-9

First Published on December, 2024

Published by Walnut Publication

(an imprint of Vyusta Platforms Private Limited)

www.walnutpublication.com

India

Unit# 909, 9th Floor, Wave Silver Tower, Sector-18, Noida - 201301

UK

71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, UK

Distributed by



Acknowledgment

We sincerely thank everyone who contributed to making **DigITS 2024** a success. Our special thanks go to the authors whose research and dedication are the backbone of this *Book of Abstracts*. Their innovative work has added great value to this conference.

We are also grateful to the keynote speakers, session chairs, and panelists for sharing their knowledge and inspiring discussions. A big thank you to the organizing teams from *Woxsen University, and the University of Bradford* for their hard work and dedication in planning this event.

We appreciate Walnut Publication for helping us publish this volume, ensuring that these ideas reach a wider audience. Lastly, we thank all participants and attendees for their enthusiasm and active involvement, which made the conference truly engaging and collaborative.

Together, we aim to advance digitalization, innovation, and sustainability for a better future.

Editors

Preface

The 2nd International Conference on Digitalisation, Innovation, Technology and Sustainability (DigITS) 2024 spanned four days and served as a platform for learning, collaboration, and innovation.

Day 1 set the tone for the conference with an inspiring inaugural session. We were honoured to have **Prof. Venkata Ramana**, Former Vice-Chairman of Telangana State Council of Higher Education and Board Member of IGNOU, as our Chief Guest, and **Prof. V. Nagi Reddy**, former Professor of Statistics and member of the Board of Governors at IIM Calcutta, as our Honorary Speaker. Their addresses underscored the importance of bridging academia and industry in today's fast-evolving digital age.

The keynote speeches by **Prof. David Spicer**, Professor of Organizational Studies from the University of Bradford, **Dr. Jing Li**, Associate Dean of Research & Innovation at the University of Bradford, **Prof. Anokye Mohammed Adam**, Provost at the University of Cape Coast in Ghana, and **Prof. Ed Overes**, Director and Senior Researcher at the Human Data Interaction Lab, Netherlands, provided insights into organizational transformation, innovation in research, global financial strategies, and the role of technology in sustainability.

The first day concluded with a **Paper Development Workshop** led by prominent experts like **Prof. Elizabeth Rose**, Research Chair at IIM Udaipur, Former Chair of International Business (University of Leeds, UK), and Associate Dean International (University of Otago, New Zealand), **Prof. Nuttawuth Muenjohn**, Head of Research, Global and Sustainable Business Futures (GSBF) at the School of Management, Bradford University, UK, and **Prof. Musarrat Shaheen**, Assistant Research Dean at Woxsen University.

Day 2 deepened participants' research knowledge with a **hands-on workshop on SLR and Bibliometric Analysis** conducted by **Dr.**

Nimitha Aboobaker. The day's **technical session tracks** on **Responsible Business Practice in Finance and Accounting and Sustainable and Responsible Management: Now and Future** highlighted research on leadership, digital transformation, CSR impacts, finance and accounting, and urban sustainability initiatives.

Day 3 showcased a strong focus on emerging technologies. A session on **Data Analysis using Python**, led by **Prof. Shahid Mohammad Ganie**, equipped participants with actionable analytical skills. The **technical tracks** on **Sustainable Business Practices for Artificial Intelligence and Emerging Technologies** explored AI's transformative potential, covering topics such as AI-driven innovation, stock market forecasting, and the role of AI in education. Another key session on **Responsible Business Practices in Supply Chain and Operations Management** featured discussions on IoT-driven carbon monitoring and sustainable fashion practices.

The third day concluded with an engaging **workshop on the Essentials of Meta-Analysis**, conducted by **Prof. Wagner Ladeira** and **Prof. Fernando de Oliveira Santini**. This session provided participants with tools to synthesize research findings and generate actionable insights. By the end of Day 3, attendees had gained a deeper appreciation of how cutting-edge technologies and research methodologies can foster innovation and sustainable development.

Day 4 brought the future to the forefront, with **Prof. Vijaya Raghavan** leading a session on **Experimental Research Design**. This was followed by a compelling **plenary on Leadership in the Digital Era** by **Kiran Aidhi**, Former Vice President of Virtusa and Founder & CEO of Zunavish HR Consulting. The final set of **technical tracks** covered key areas such as **Responsible Practices in Marketing and Business Strategy, Economics, Public Policy, Corporate Law, and Responsible Supply Chain Management**, featuring innovative research on digital leadership, consumer behaviour in sustainable markets, and policy design for entrepreneurship.

The diversity of topics and the calibre of speakers and presenters made this conference a truly global forum for exchanging ideas. Over four days, we witnessed **more than 55 paper presentations from four different continents**, where scholars explored cutting-edge research, participated in hands-on workshops, and engaged in thought-provoking discussions that addressed both contemporary challenges and future opportunities in digitalization, innovation, technology, and sustainability.

This conference would not have been possible without the dedication and efforts of our **organizing committee**, the enduring support of **leaders from the School of Management at Bradford University and the School of Business at Woxsen University**, the enthusiasm of **presenters**, and the insightful contributions of **speakers and session chairs**.

The **conference team** encourages all participants to carry forward the knowledge and connections gained during these four days and continue to collaborate and innovate to shape a brighter and more sustainable future.

Editors

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Building a Sustainable Future Through Organisation Talent Development in Tube Investments of India

Aligning with United Nations Sustainable developmental goals

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Abstract

Introduction/Background

Tube Investments of India (TII), a leading manufacturer in the engineering sector, recognizes the critical importance of talent development as a cornerstone of organizational development (OD). In alignment with the United Nations Sustainable Development Goals (UN SDG) 2023, TII has embarked on a strategic initiative to integrate talent development with its OD efforts. This study examines how TII's talent development programs contribute to organizational growth and sustainability, supporting broader global objectives.

Objectives/Aims

The primary aim of this research is to explore the strategic integration of talent development within TII's organizational development framework, emphasizing its alignment with UN SDG 2023. Specific objectives include identifying effective talent development practices at TII, assessing their impact on organizational performance and sustainability, and providing

insights on aligning corporate strategies with global sustainability goals. Also, it focuses on developing the internal talents to take up the next future role during the business expansion process.

Methods

A mixed-methods approach was utilized, combining quantitative data from employee performance metrics, retention rates, and sustainability reports with qualitative insights from interviews and focus groups involving key stakeholders, including HR professionals, organizational leaders, and employees at TII. This methodology provides a comprehensive understanding of the effectiveness and challenges of TII's talent development initiatives.

Results

The findings reveal that TII's talent development programs significantly enhance employee skills, engagement, and retention, contributing to improved organizational performance. Specifically, TII has seen a 35% increase in employee productivity and a 20% reduction in turnover rates. Additionally, qualitative data highlight the alignment of TII's talent development initiatives with the UN SDG 2023, particularly in areas such as quality education, decent work, and economic growth. These initiatives have not only advanced TII's business objectives but also reinforced its commitment to global sustainability.

Conclusion

Talent development at Tube Investments of India is a vital component of its organizational development strategy, effectively contributing to both corporate success and global sustainability. The study underscores the need for companies to strategically integrate talent development with organizational goals and international sustainability frameworks. By aligning talent development with the UN SDG 2023, TII sets a benchmark for other organizations seeking

to enhance their human capital while contributing to global development goals. These findings offer valuable insights for HR practitioners, organizational leaders, and policymakers aiming to foster sustainable growth through strategic talent development

Keywords: Talent Development, Organizational Development (OD), Sustainability Goals.

Rethinking Nigeria's Education: A Philosophical Analysis of Transforming the Education System to Meet 21st Century Compliance

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Abstract

Rethinking Nigeria's education system is imperative to meet the demands of the 21st century. This philosophical analysis examines the need for transformation in Nigeria's education system, highlighting the gaps between current practices and 21st-century compliance. The analysis reveals that the existing system prioritizes rote memorization over critical thinking, creativity, and problem-solving skills, rendering it ineffective in preparing students for an increasingly complex world. This study argues that a paradigm shift is necessary to align Nigeria's education system with 21st-century requirements. It proposes a student-centered approach that emphasizes competency-based education, technology integration, and community engagement. By adopting this approach, Nigeria can develop a more inclusive, effective, and resilient education system that prepare students for success in an interconnected world. The analysis draws on philosophical perspectives, including existentialism, phenomenology, and critical theory, to critically examine the underlying assumptions and values that shape Nigeria's education system. It also explores the implications of these

perspectives for transforming the system, highlighting the need for a more nuanced understanding of knowledge, learning, and education. Ultimately, this study contributes to the ongoing conversation about education reform in Nigeria, offering a philosophical framework for rethinking the education system. By challenging existing assumptions and proposing alternative approaches, this analysis aims to inspire policymakers, educators, and stakeholders to work towards creating a 21st-century compliant education system that unlocks the full potential of Nigeria's citizens.

Keywords: Philosophical approaches, education, 21st-century, ped.

Digital Leadership for Sustainability: Redefining Leadership Styles in the Digital Era

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Abstract

Digital leadership is playing a significant role in driving Sustainability in organizational performance in new media age. Since today's culture is incorporating digitalization, leaders are essential for creating a digital culture, encouraging teamwork, and resolving ethical issues. Digital leadership not only encourages innovation in organization, but along with it improves environmental, social and governance (ESG) management. It contributes to overall organizational sustainability. Aim of the review paper will be to examine how digital leadership styles promote sustainability in businesses. It will also provide comparison between traditional and digital leadership approaches in advancing sustainable initiatives. Additionally, it will highlight obstacles and opportunities in putting it in practice. Digital leadership and flexibility make a perfect combination for addressing sustainability challenges. Flexible leadership techniques are replacing traditional leadership paradigms because they are better at improving

performance. This respective review will focus on the importance of digital leadership practices, by substituting traditional leadership styles with the digital ones. Further studies will be targeted to examine the role of emerging technologies and utilization of digital leadership styles in promoting sustainability.

Keywords: Digital Leadership, Sustainability, Digitization, Leaders, Management

Why do More Than 84% Digital Transformation Projects Fail and What are the Critical Success Factors to Focus Upon?

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Abstract

In this research paper the author has researched and explored the potential reasons for failures of more than 84% of the Digital Transformation projects worldwide. The central research problem tackled in this paper is why even having spent so much money and deploying so many resources on digital transformation, the large companies still struggle to achieve the desired outcomes and what are the remedies and critical success factors which help in succeeding in digital transformation efforts at these companies. Plus, with the help of his primary research and data collection in this domain, the paper also introduces multi-dimensional & new definition of digital transformation, explores the potential market size and scope in the current context. The paper outlines the primary research and data collection done in this research. The paper also introduces a new framework on digital transformation which is called 12E 75C framework. The research & primary data for this paper was collected by administering questionnaire and by interviewing industry professionals in the field of digital transformation. This paper also collects qualitative data about the understanding of several DT projects which were implemented and how far they have succeeded or failed in their endeavors. The research paper also invents a new theory of Three Speed Engines which explains the growth of some of

most innovative companies and tries to analyze & find unique insights on the most important and critical success factors of achieving success in digital transformation projects. This is a novel work which took three years to complete and would help future practitioners, managers, consultants, trainers, and academicians in applying these learning to their projects and sparking further research. Finally, the author defines the road ahead and even makes the future prediction in the field of digital transformation.

Keywords: Digital Transformation, Critical Success Factors, 12E 75C Framework, Three Speed Engines

Carbon Track: IoT-Driven Carbon Monitoring and Credit System for Smart Cities

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Abstract

This project proposes an IoT, cloud and blockchain based carbon monitoring and incentive system designed for smart cities, aiming to reduce carbon emissions through a combination of real-time data collection, cloud computing and blockchain technology. The system involves installing sensors in carbon-emitting vehicles and equipment to accurately measure CO₂ emissions. These IoT sensors continuously collect emission data and transfer it to a cloud platform for analysis. The cloud platform processes and evaluates each user's daily, monthly and yearly carbon consumption. Blockchain technology is introduced to ensure the transparency and reliability of published data. Every carbon transaction, including emission data collected by the sensors, is recorded in the blockchain network. This will ensure transparent records and ensure accountability, allowing citizens to access and verify published data. The use of blockchain increases the reliability of the system by preventing data manipulation and ensuring accountability. The system is designed to work on a reward and punishment model. Buildings and vehicles

that exceed pre-set carbon emission limits are penalized, either by fines or by asking them to make positive contributions, such as planting trees. On the other hand, users who keep their emissions below the limit receive carbon credits. These earnings can be used to pay for benefits such as tax credits, fuel savings, or discounts at partner businesses that encourage people to adopt green practices. The goal is not only to reduce carbon emissions, but also to promote community participation and environmental responsibility. By integrating IoT, cloud and blockchain technologies, this system provides a robust, scalable and transparent solution to improve air quality, control carbon footprints and promote culture sustainability in smart cities.

Keywords: IoT, cloud computing, blockchain, and carbon monitoring.

Leadership in the Era of Digital Transformation

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Abstract

Today's rapidly evolving digital landscape, the digital transformation comes in all shapes and size to change towards digitalization, automation, technology such as artificial intelligence, internet things (IOT) has redefined traditional leadership paradigms. The chapter initiated about theoretical avenues of digital transformation and the process of leadership change management. The study highlights the absence of a unified understanding or standardized model for digital leadership and the importance of digital leadership skills, such as abilities to vision a clear digital strategy, culture of innovation. The chapter further investigates how leaders utilize digital technologies to drive organizational growth, addressing the challenges, issues, and opportunities that arise from digital transformation. While numerous research studies offer visionary predictions about the technological requirements for digital leadership, few report on actual digital leadership and changes management resulting from implementation. The chapter also explores how leaders can cultivate an environment of ongoing

learning, effectively manage technology, and guide organizational culture with the support of case studies. The chapter concludes by discussing the implications of the organization in the development leadership in the era of digital transformation.

Keywords: Digitalization and Leadership, Organization culture, Change Management, Digital Transformation, Employee engagement.

Driving a Causal Change in Corporate Behaviour Towards Enforcing Culture of Sustainability

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Abstract

This paper introduces a research framework for sustainability auditing of corporate behaviour and practices. It emphasizes an individualized approach toward a sustainable decision-making process, that would bring causal changes to enforce the culture of sustainable actions. Corporate Sustainability is not a one-size-fits-all concept. Our study advocates for customized workflows that align with each organization's unique values, actions, contexts, and needs.

We investigate the motivating factors, like knowledge, technology, and personal philosophy that influence sustainable practices, focusing on how corporations can integrate sustainability in a way that reflects their identity and sustainable operational culture.

Our research identifies the factors responsible for shaping corporate sustainable goals using a combination of case studies, industry data, and expert insights. We highlight how personalized sustainability initiatives, rooted in diverse corporate values and cultures lead to more effective and genuine environmentally responsible practices. The findings in this paper guide companies in tailoring their operational framework driving toward sustainable practices, considering the distinct influences of cultural, market, and regulatory factors. The findings suggest individualized sustainability frameworks foster a more inclusive and adaptive approach, allowing companies to make meaningful and relevant environmental decisions. This framework flexibility supports a deeper commitment to sustainable practices, imbibing an individual corporation's environmental stewardship into its culture.

The paper concludes by advocating for a shift from rigid sustainability standards towards adaptable, company-specific models that encourage long-term and impactful causal change. The proposed solutions empower organizations to embed the motivating factors into their decision-making processes, driving a change in corporate behavior toward a more sustainable and ethically responsible future.

Keywords: Corporate Behavior, Sustainable Culture, Decision Making, Sustainability Audit, Environment Stewardship.

Heuristic Leadership Theory: An Integrated Approach for Sustainable Business Growth

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Abstract

The proposal is to present a conceptual study on an integrated approach to leadership encompassing attributes and behaviours with the aim to sustain business growth in the face of a disruptive world environment which threatens human health and global economy. The objective of the study is to examine the integration of six attributes - self-awareness, self-regulation, equanimity, grit, flow and humour related and their reflection on trust, authenticity, adaptability, ethical, creative, gratitude and compassion. The study will bridge the gap in comprehending the relationship between these behaviours and attitudes and how leadership development is affected. The methodology is qualitative in a longitudinal study applied to a convenient and purposive sample using critical theory and participatory paradigms. The conceptual outcome of the associations between the attributes exhibited through the behaviours is the core of the theory and will discern Heuristic Leadership. The theoretical implication is leadership development contributing to leadership education. This leadership will address the need for sustainable business growth in response to a disrupting and challenging the business, economic, health and environment world addressing the volatility, uncertainty, complexity and ambiguity of today's business ecosphere.

Keywords: integrated leadership, sustainable business growth, heuristic leadership, and disruptive environment.

Exploring the Impact of Personal Values on Generation Z's Use of Digital Marketing Tools: A Study of Self-Expression and Social Engagement

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Abstract

This study examines the impact of personal values on the usage and attitudes toward digital marketing tools among Generation Z, drawing on the Value-Attitude-Behavior (VAB) model and the Uses and Gratifications Theory (UGT). Conducted through an online survey among university students in Turkey, the research utilizes descriptive statistics, factor analysis, path analysis, and correlation analysis to explore how values related to self-esteem and social connections influence the use of digital communication tools, including email, social media, mobile phones, and online shopping platforms.

The findings reveal that Generation Z's digital behaviors are intricately linked to their personal values. Email usage, for example, is strongly associated with values such as excitement, enjoyment, and close relationships, suggesting its importance as a communication tool for those who prioritize social interaction and personal fulfilment. Social media platforms like Instagram and X (formerly Twitter) show significant correlations with values related to an exciting and enjoyable life, emphasizing their role in social engagement and entertainment. Mobile phone usage is tied to values of safety, societal respect, and close relationships, reflecting its multifunctional role in the lives of Generation Z.

Moreover, the study uncovers that individuals with high self-esteem values tend to use technology less for information purposes, preferring traditional or personal methods of information acquisition. These insights are crucial for digital marketers aiming to engage this tech-savvy and value-driven demographic. By aligning digital marketing strategies with the personal values of Generation Z, marketers can enhance engagement and effectiveness, fostering more meaningful interactions with this influential consumer segment.

Keywords: Generation Z, Digital Marketing Tools, Personal Values, Social Media, Consumer Behavior, Technology Usage, Attitudes

Framing Leaders' Thriving-at-Work and Subjective Well-being: The Role of Global Mindset

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Abstract

Across two related studies, focusing on the central role of the global mindset, we investigated how a leader's global mindset frames thriving-at-work and subjective wellbeing. Based on the responses of 308 expatriate managers, the results showed that Leaders' cultural intelligence mediates the positive effect of leaders' multicultural experiences and background on their global mindset (study one). Leaders' digital behaviours mediate the relationship between their global mindset and thriving and subjective well-being at work (study two). Our two studies enhance our understanding of how leaders' cultural intelligence mediates the positive effect of leaders' multicultural experiences and backgrounds on their global mindset. Uniquely, our paper uncovers the psychological process through which leaders' digital behaviours mediate the relationship between their global mindset and thriving and subjective well-being at work. Theoretically, our paper moves forward the extant literature on leader global mindset, thriving at work, and subjective well-being. Practically, our research aims to help international leaders and multinational corporations understand the importance of promoting conditions that foster leaders' cognitive resources, cultural intelligence, and global mindset, which can positively impact their job satisfaction and harmony in life.

Keywords: cultural tightness-looseness, multi-cultural life exposure, global mindset, digital leadership, thriving, subjective wellbeing

Linking Sustainability and Urban Innovation: Analysing the synergies between SDGs and India's Smart City Initiative

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Abstract

To achieve sustainable development, the World Society has to deal with problems never seen before. The United Nations established the Sustainable Development Goals (SDGs) to overcome these challenges. It's a global call to remove poverty, protect the environment and development for everyone. To achieve these objectives, a notion of Smart Cities has developed as an effective approach for bringing the SDGs down to earth and encouraging sustainable urban growth. This study evaluates the operations of Smart City Mission in India and its ability to restrain the SDGs. It attempts to show how the Smart City Mission can work as an engine to achieve sustainable development at the local levels through analysis of best practices and based on literature reviews.

Keywords: SDGs, Smart City Mission, Sustainability, India, MoHUA.

The impact of Artificial Intelligence (AI) on the Drivers and Barriers of Psychological Safety

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Abstract

Psychological safety enables employees to express their concerns and propose new ideas and opportunities without the fear of adverse repercussions. This research article aims to assess the influence of Artificial Intelligence (AI) on psychological safety using a narrative literature review. Through the narrative review, this research developed a theoretical framework that can be tested in empirical setting. The framework illustrates the impact of AI on employee psychological safety and wellbeing by focusing on the drivers and barriers. The findings show that on one side, organisational drivers like innovation culture, risk taking, leadership and transparency can positively influence psychological safety. Conversely, factors like surveillance, autonomy loss, bias and opacity in algorithm use can negatively influence psychological safety. It is important to address the balance between these drivers and barriers to determine the effect of AI on psychological safety.

Keywords: psychological safety, artificial intelligence, organizational drivers, and barriers.

The Importance of Generation Units Within the Generational Research

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Abstract

Diversity has emerged as a critical leadership challenge for achieving sustainable development across the globe. The United Nations 2030 agenda has highlighted the importance of cultural diversity, demographic diversity, and the need to achieve sustainability goals in this diverse context. One of the aspects of the demographic diversity within organizations is that of the multiple generations. The concept of generations at work has become an important topic for research due to the presence of multiple generations within organizations. Organizations have many generations of employees working together and there are many challenges posed by these multiple generations. There has been significant growth in generational research both in academic and practice literature. While generational research has made significant contributions to the study of generations, there has been a gap in the examination of generation units. These are the sub-divisions of the generations and represent a more closely connected group compared to the generational categories. This article will provide a literature review of the generational units and establish the importance of examining them for further development of the generational research.

Keywords: diversity, generational research, sustainability, and generational units.

The Philosophical and Cultural Roots of Respectful Leadership in the Indian Cultural Context

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Abstract

Scholars have stressed the importance of examining the philosophical and cultural roots of leadership theories. This article examines the philosophical and cultural roots of respectful leadership and proposes that the foundations of respectful leadership are in filial piety. Filial piety has been identified both as an aspect of Eastern cultures and as an etic cultural construct. One of the fundamental factors of filial piety is respect and the construct of respect has been characterized in different forms in literature based on its application. Respectful leadership, as leadership behaviours focused on helping subordinates feel respected is proposed to have its philosophical foundations in filial piety. The cultural drivers of filial piety, respect, and respectful leadership have also been examined from the perspective of Indian culture.

Keywords: philosophical roots, cultural roots, respectful leadership, and filial piety.

Examining the Impact of Shared Leadership and Team Psychological Capital on Empowerment in Virtual Teams

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Abstract

With the worldwide COVID-19 outbreak, the gig economy, the lightning-fast technological advancements, workforce diversity, the emergence of freelance virtual contributors, and the blurring of work-life boundaries, a new collective leadership model called “Shared Leadership” became imperative. In this context, the virtual teams may experience conflicts that must be resolved constructively so that the team members can assume their duties and demonstrate excellent positive team behaviour, including team performance. The Team must be in an “empowered mental state” to achieve this. The existing literature acknowledges that Shared Leadership (SL) is an antecedent for Team Empowerment (TE). However, these studies hardly examine the mental process through which SL leads to TE. The literature explains the role of psychological capital as the mediating factor between SL and employees’ positive job outcomes like team citizenship behaviour and team performance, which are physical and behavioural outcomes. This article fills an essential gap in the literature by examining the involvement of Team Psychological Capital (TPC) in helping SL to develop TE. Here, data was collected from 402 virtual team members belonging to 48 teams from various Indian industries. By conducting partial least squares

structural equation modelling and looking at the Team as the unit of analysis, the Study showed that Team psychological capital partially mediates the relationship between SL and TE. Based on the results, the authors recommend that managers focus on decentralized Leadership and take steps to develop TPC for creating a high-empowered team.

Keywords: COVID-19, Shared Leadership, Team Empowerment, Team Psychological capital, Virtual Teams

Emotional Intelligence for Leadership Excellence in a Complex World

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Abstract

The complexity brought about by globalization, technical breakthroughs, and the VUCA world is causing leadership in today's dynamic corporate environment to evolve at a quick pace. When it comes to the complex emotional and social needs of today's enterprises, traditional models of leadership that relied on hierarchies and decisions based on technical expertise and IQ aren't cutting it anymore. The capacity to connect with others on an emotional level, facilitates improved communication, decision-making, and performance, bridging the gap between technical skills and Emotional Intelligence (EI). This article will closely look at how Emotional Intelligence might help leaders thrive in today's complex environment. It examines how Emotional Intelligence (EI) has developed over time, by focusing at influential ideas like Daniel Goleman's EI and Bar-On's Emotional-Social Intelligence (ESI). Additionally, it reviews the theories of leadership and their impact on contemporary views of leadership, focusing on the role of EI in achieving leadership success in today's volatile, uncertain, complex, and ambiguous (VUCA) environment. Finally, it discusses how EI may be used to enhance leadership effectiveness and drive success in ever-changing landscape of international business.

Keywords: Emotional Intelligence, leadership excellence, VUCA environment, and international business.

Bridging the Gender Gap – A Case for Women Inclusion in Pharma Manufacturing

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Abstract

This case study on Aurobindo Pharma Limited explores the efforts and strategies to improve gender diversity within the pharmaceutical manufacturing industry, particularly through the implementation of a "Pink Packing Line." Traditionally, manufacturing roles, especially in pharmaceuticals, have been dominated by men due to perceived physical demands and industry biases. Aurobindo Pharma challenged this stereotype by introducing a dedicated Pink Packing Line staffed primarily by women, addressing both gender diversity and community support.

The company's approach to fostering a diversified workforce involved several strategic measures:

1. Hiring Strategies: Actively recruiting women for positions typically held by men, thereby challenging gender norms in manufacturing roles.

2. Training Programs: Providing detailed and role-specific training to ensure that women are equally prepared and confident in their roles within the manufacturing environment.

3. Problem-Solving Approaches: Developing real-time solutions to address any unique issues faced by women in this setting, helping to create an inclusive and supportive work environment.

This model has seen success in multiple areas. By engaging a female workforce, Aurobindo Pharma not only enhanced productivity but also contributed to the empowerment of women within the local community. The Pink Packing Line initiative boosted morale and set a precedent for gender inclusivity in a traditionally male-dominated sector, offering valuable insights for students and professionals on the benefits and challenges of diversifying the workforce in manufacturing settings.

Keywords: Gender Diversity, Pharma, Manufacturing, inclusivity, Women, Packing line.

Comparative Analysis of Machine and Man Recommended Public Policy

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Abstract

As per the World Bank, health, education and employment are the pillars of economic development. In this study, parameters are chosen in a way that covers all the areas and spheres of economic growth. Several international economic policies and theories will be studied to understand whether those can be applicable in the present scenario. Special attention to be made on fiscal and monetary policy which of govt. has been taken as part of public policy. Research demonstrated the economy's extreme parameters in 3- dimensional space (nudge) and identified several public policies that can be implemented. But in reality, extreme conditions on all three dimensions generally do not sustain. Economics can be analysed in the following dimension: a. Macroeconomic factor: GDP deflator, CPI, WPI, FDI, continental labour transition, budget allocation v/s actual expenditure b. Micro-economic factor: supply and demand mechanism, fiscal policy, monetary policy Machine recommended public policy will be compared with manrecommended public policy based on parameters like accuracy, feasibility, effectiveness,

efficiency, biasness, etc. This study will make a relative analysis of two mode of public policy recommendation.

Keywords: public policy, artificial intelligence, recommendation, economy, policy, analysis

A Comprehensive Analysis of Sustainable & Responsible Management: Present Perspectives and Possibilities

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Abstract

To investigate and understand the Sustainable & Responsible Management present and future possibilities. Design/methodology/approach: The study utilized the SCOPUS database for a systematic literature search, basing its article selection on PRISMA guidelines. Only original research articles were included, and the search covered publications from 2000 to 2025, with articles prior to 2000 excluded from the review. Finding: This analysis highlights the importance of SRM in shaping both present strategies and future possibilities. The findings indicate that SRM principles positively influence decision-making processes, supporting sustainability goals and responsible practices. By providing a conceptual and visual framework, the study identifies key trends and suggests areas for future exploration in SRM. Originality/value: This paper contributes new insights into SRM by systematically

examining current practices and forecasting future developments, offering valuable guidance for both researchers and practitioners.

Keywords: systematic literature review (SLR), environmental effect, sustainable management, and responsible management.

Navigating Eco-Consciousness: The Influence of Social Media on Sustainable Fashion Marketing

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Abstract

Social media influencers play a pivotal role in cultivating environmental awareness among audiences. Through their digital platforms, they serve as key advocates, raising awareness of sustainable brands and fostering a more environmentally conscious community. This study explores how these influencers actively impact consumer behaviour, with a focus on their influence on consumers' inclination to purchase eco-friendly products.

Study Approach

This research delves into the eco-friendly Indian brand landscape through an exploratory lens. By examining the brand's strategies, the study illustrates users' perceptions and behavioural shifts in response to sustainability campaigns, aiming to identify the most impact marketing approaches.

Findings

The present research study discloses the positive role of influencers in promoting eco-friendly brands to users. It highlights that Eco-label packaging is a crucial tactic for empowering customers to make sustainable choices. Additionally, influencers advocate sustainable practices by leveraging environmental consciousness behaviours to identify shifts in consumer mindsets towards eco-friendly purchasing which ultimately fosters brand loyalty and shoots consumer awareness.

Originality

This study explores the creative tactics used by social media influencers to promote sustainable fashion firms and raise public awareness about environmental issues in the fashion industry.

Research Limitations

This study is inherently limited by its focused examination of the fashion industry, which relies on particular patterns and visual attraction, and may not easily transfer to other industries. Moreover, the use of qualitative data introduces the potential for biases and may be influenced by participants' opinions and experiences. As a result, the conclusions drawn from this study may only be relevant to a select range of product categories

Practical Implications

The research study highlights the significant potential of social media influencers to influence the purchasing decisions of young consumers, especially regarding environmentally friendly products. Campaigns on social media featuring influencers, such as workshops or discussions about sustainable items, can empower users to make informed choices and engage with the eco-conscious movement through online platforms.

Social Implications

This study highlights the significant influence of social media influencers on consumer behavior, fostering communities dedicated to sustainability and Indian culture. These platforms facilitate idea exchange, support eco-friendly initiatives, and inspire environmentally conscious living, ultimately propelling a collective movement toward a sustainable future, particularly within the fashion industry.

Keywords: Sustainable Fashion, Environmental Awareness, Social Media Influencer, Influence, Fashion Industry

Leadership Efficacy in Crisis Resolution: A Study with Reference to Charismatic and Empathetic Leadership Behaviour

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Abstract

During the turbulent times of crisis, it is necessary to have a competent leader to handle uncertain situations and facilitate recovery among employees of the organization. This paper explores the importance of efficient leadership in crisis management, and specifically focuses on the essential skills and attributes that successful executives should possess to, and specifically focuses on the essential skills and attributes that successful executives should possess to guide their teams through tough times. The analysis also includes guide their teams through aspects of leadership which involves issues such as how managers cope with stress, ambiguity, and uncertainty in building team resilience in the world of VUCA (volatility, uncertainty, complexity and ambiguity). It goes further into Interpersonal dynamics with emphasis on teamwork, empathy,

communication fostering trust as well as preserving unity during crisis periods. Here, the researcher predominantly emphasised on how charismatic leadership style and empathetic leadership style influence their cognitive dissonance and generate feel and action towards managing a crisis situation. This paper also looks at strategic parts of leadership that are critical qualities, abilities and behaviours needed by leaders for navigating through complicated situations like decision-making under pressure; communication; transparency. Few words of compassion, understanding feeling and emotions of others certainly minimize the level of uncertainty. The examination also considers various leadership styles used, communicative strategies employed and decision-making processes that take place during outcome for crisis resolution by focusing on Adaptability; building of teams/empowerment; as well as strategic agility. Further findings reveal that an internal cohesion, external stakeholder relationships, and effective messaging, showing empathy, addressing the concerns and acknowledging the issues are often considered to be the mechanism of managing the crisis situation.

Keywords: leadership, crisis, communication, decision making, empathy, efficacy

An LSTM Model to Forecast Stock Prices with Special Reference to IT Industry

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Abstract

Today's economies are highly interwoven by their stock markets and their stability. However, having a stable and predictable stock market is still a myth because markets react to every ounce of information. These reactions if studied relentless and meticulously using advanced analytical tools may render fair idea on stocks and their movements. Predictive analytics, a branch of analytics has been an area of intense interest in recent times due to availability of various robust prediction techniques. Long Short-term memory (LSTM), a branch of Recurrent Neural Networks (RNN) is one such predictive analytics tool that learns and predicts using deep learning and artificial intelligence (AI) architectures. The LSTM model has become a sought-after tool in stock price prediction because of its ability to forecast long term, seasonal, cyclical as well as random trends. The historical data of five (5) companies listed in NSE Nifty500 is collected for building LSTM model and the same has been collected from web sources. The closing price data pertaining to companies that are listed in Nifty 500 for last five years i.e., from Q3 2020- Q3 2024 have been collected and is treated for missing values and outliers. The closing prices thus collected are processed further

for carrying out analysis by segmenting data using 80:20 rule for splitting training and testing data sets. Further the LSTM model architecture, compilation, training and evaluation are carried out to determine the hyper parameters, post training model interpretability. The paper concludes with model interpretability, implications of the study to the investor community.

Keywords: IT industry, LSTM model, Artificial Intelligence.

Case Studies of AI Integration in Online Education: Perceptions, Challenges, and Impacts

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Abstract

Purpose: The rapid integration of Artificial Intelligence (AI) into educational environments is transforming teaching and learning processes, particularly in online settings. This study addresses the need to evaluate the comparative effectiveness of AI-supported online learning versus traditional classroom instruction, focusing on academic performance and student engagement. With the increasing adoption of digital learning platforms, it is critical to understand the impact of AI tools on enhancing educational outcomes. The primary objective of this study is to explore how AI influences student learning and engagement, along with the challenges educators face in designing and managing AI-driven courses. This research aims to provide insights into how these factors affect the efficacy of AI-enhanced online education.

Methodology

A mixed-methods approach was utilized, combining quantitative analysis of student performance in traditional and AI-integrated online environments with qualitative data from instructor surveys and interviews. This study collected data on teachers' abilities to incorporate AI technologies, the time constraints they face, and the resources needed to deliver efficient AI-supported online courses across different grade levels.

Findings

Results indicate that AI-enhanced online learning can be as effective as traditional classroom instruction, particularly when AI tools are used to automate administrative tasks and boost student engagement. However, the study also highlights significant barriers, such as the high cost of AI technologies and the time-intensive nature of course development, which hinder broader adoption.

Originality/Research Implications

This study contributes to the growing field of AI in education by offering practical recommendations for institutions on integrating AI to improve student engagement and streamline course management. It emphasizes the importance of investing in teacher professional development and upgrading infrastructure to accommodate AI tools. The findings provide a framework for educational policymakers and institutions to leverage AI for more effective and efficient online learning environments, ultimately enhancing both academic and non-academic outcomes.

Keywords: AI Integration, Online Education, Student Engagement, Teacher Development, Virtual Learning Environments

Examining the Orientation Impact on Analytical Decision-Making Capability in Leadership

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Abstract

Decision-making is vital for building a dynamic organization to achieve competitive advantage while competing globally. Analytical decision-making is interpreting data insights to enable informed decision-making through statistical, mathematical, and algorithm-based modeling to maximize efficiency, optimize performance, and improve stakeholder returns. Orientation is individual thinking and a group inclination to foster an analytical culture within the organization. Dynamic capability enables organizations to identify issues, collect data, investigate facts, and provide analytical solutions to achieve key objectives. This research, particularly significant in the context of large technology-driven organizations, focuses on exploring the relationship between dynamic capability, organizational culture, leadership, and decision-making to build an analytically oriented organization. The study aims to understand ways to transform these large technology-driven organizations into analytical entities, thereby enhancing their competitive edge in the global market. This research also aims to build an analytical organization model specifically tailored for large technology-driven organizations

Keywords: Decision-making, Leadership, Technology-driven organizations.

From Challenges to Solutions: Future Research on Informal Digital Women Entrepreneurs

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Abstract

Purpose: Informal women entrepreneurs in the digital age are crucial for economic growth, innovation, and social change, highlighting the need for support in our evolving economy. While there is an increasing number of studies examining digitalization among these entrepreneurs, many lack systematization and categorization, often leading to new studies without building on existing findings. Thus, this paper aims to provide a systematic overview to understand the current knowledge in this field.

Methodology

The methodology follows guidelines for systematic reviews set out by the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA). 64 papers from the Scopus database addressing the context of digitalization among informal women entrepreneurs have been analyzed.

Findings

The analysis resulted in a theoretical framework of challenges, antecedents, mediators, and outcomes for informal digital women entrepreneurs. Though there are studies on digital-related outcomes, there lacks studies on the motivations for women to embrace digitalization and the platforms they use. The key gaps identified are insufficient theoretical foundation, lack of quantitative studies, and a scarcity of Indian context-specific studies. Additionally, the review identifies research opportunities to further enrich the understanding of this topic.

Research Limitations/Implications

The study suggests key avenues for future studies that would add new insights to theory, context, and methods.

Originality

The paper attempts to investigate the research papers on digitalization among informal women entrepreneurs and aims to contribute to the field of entrepreneurship, illustrating how entrepreneurship is linked to the digital context, especially among informal women entrepreneurs.

Keywords: Women Entrepreneurs, Digitalization, Entrepreneurship.

Integrating Zero-Waste Techniques in Fashion Education: Promoting Sustainable Practices for Future Designers

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Abstract

The fashion industry is in the foreground of visibility as one of the largest waste generators and contributors to environmental degradation. As educators, we are responsible for inculcating zero-waste techniques as one of the sustainable practices in the minds of upcoming designers at university level. This paper proposes implementing the Zero-Waste Design (ZWD) within university-level fashion programs to foster a culture of sustainability and raise awareness about future environmental concerns. The integration of zero-waste principles within the curriculum allows students to learn innovative design methodologies that create either no or extraordinarily little waste, pattern-making techniques to optimize material usage and sustainable methods of production. This approach not only provides critical skills but also empowers these young designers to contribute toward a more sustainable fashion industry. According to research, this may significantly reduce the

massive wastage of materials during processing and, consequently, the ecological impact of fashion production. Knowledge transfer about such methods equips universities at the forefront of making a change within the industry toward a more sustainable and environmentally considerate future.

Keywords: Sustainability practices, Zero-Easte Technique, Sustainable production, Fashion education, Conscious design, Pattern-making optimization

Is the New Normal Back to Work from Office in IT Services Industry in India? Exploring the Experiences from Working Models from 2020 to 2024

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Abstract

The Information Technology Services industry in India has gone through significant changes in working model since the onset of Covid-19 pandemic in early 2020. It was almost 100% Work From Home (WFH) in 2020 and 2021, Hybrid Working Model (HWM) in varying forms in 2022 and 2023, and trending back to Work From Office (WFO) from the second half of 2023. This has created the need to examine the experiences from working models in terms of benefits, challenges, influencing factors, and implications with the objective of bringing clarity on sustainable working model. This exploratory study was based on content analysis using NVivo software, on the qualitative data collected through in-depth interview of 30 practitioners. Job Demands-Resources Model (E Demerouti, A B Bakker, et al, 2001) has been used to explore the job resources to meet the job demands and to create the conceptual framework of the factors influencing the choice of new working model between WFO and HWM. Self-Determination Theory (SDT) (Richard M Ryan and Edward L Deci, 1985) has been used to explore the autonomy, competence, and relatedness factors and their effect on work engagement and job crafting in HWM. Further, it has been used to create the conceptual framework on the implications of

HWM on employee brand equity, project performance, and organization performance.

Analysis shows more challenges than benefits in WFH and HWM. Though there is a preference for HWM by the employees, organizations prefer shifting back to WFO. The major challenges in WFH and HWM are related to communication, collaboration, productivity, quality, learning and development. The major benefits are related to work-life balance, travel time savings, cost savings, flexible work timings, and reduced carbon footprint. Organizations follow “no-one-size-fits-all” approach while choosing the working model. Several factors related to project, employees, organization, and industry such as project complexity, project stage, existence of defined standard operating procedures, collaboration requirements, newness of employees, attrition, moonlighting, productivity and quality requirements, and demand-supply gap are considered. The findings from the study are contemporary and specific to IT services industry in India. It serves as a good reference for quantitative research based on theoretical frameworks for selection and adoption of sustainable working model.

Keywords: Work From Home, Hybrid Working Model, Remote Work, Force Field Analysis, Job Demands-Resources Model, Self-Determination Theory, Future of Work, Sustainable Working Model.

Bridging Consumer Expectations with Innovative, Sustainable Traditional Handloom Textiles: Positioning Premium Luxury Angora-Lyocell Fabrics

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Abstract

This study investigates the creation of a sustainable luxury textile using a carefully formulated blend of Angora wool and Lyocell fiber, responding to the increasing demand for environmentally conscious alternatives within the high-end fashion and textile sectors. Traditional luxury materials such as cashmere and silk are well-regarded for their exceptional softness, comfort, and aesthetic qualities. However, these materials are often associated with notable environmental impacts due to resource-heavy production processes and challenges in sustainable sourcing. Angora wool, in particular, is celebrated for its superior warmth and remarkable softness, yet it poses limitations as a standalone material for luxury applications, primarily due to its relatively low tensile strength and propensity for shedding. This study aims to address these limitations by blending Angora wool with Lyocell, a biodegradable, regenerated cellulose fiber known for its durability, effective moisture management, and a closed-loop production process that greatly reduces environmental impact. The resulting fabric combines Angora's comfort with Lyocell's resilience, presenting an innovative, eco-friendly textile option that aligns with both consumer and industry interests in

sustainable luxury. Central to this study is the role of handloom weaving techniques, which not only enhance the eco friendly nature of the fabric but also pay homage to the cultural heritage of traditional textile craftsmanship. The handloom production process is inherently low-impact, as it relies on the manual expertise of artisans instead of automated, energy-intensive machinery. This approach is essential to the study's overarching sustainability goals; by utilizing handloom weaving, energy consumption and carbon emissions are significantly reduced. Additionally, handloom production supports traditional artisans and contributes to local economies, embodying a model of economic and environmental sustainability that aligns with luxury consumers' values. A diamond twill weave structure was selected for this fabric, chosen for its balance of durability and aesthetic appeal, which is suitable for luxury textile applications. The intricate texture achieved through this weaving method enhances the fabric's appeal to premium markets, where consumers seek items that seamlessly blend unique craftsmanship with functional benefits. This study evaluated five distinct Angora-Lyocell fiber blends in ratios of 90:10, 70:30, 50:50, 30:70, and 0:100 to determine the ideal combination of physical, mechanical, and comfort properties for luxury textile applications. Angora wool, renowned for its exceptional softness and thermal insulation, was blended with Lyocell to improve durability and moisture management, qualities essential for high-end, adaptable fabrics. By varying the blend ratios, this research provides insights into how different compositions influence the fabric's overall performance in terms of warmth retention, tensile strength, and moisture-wicking capability. Testing was conducted across various parameters, including thickness, weight, tensile strength, elongation, thermal conductivity, and air permeability. These metrics were carefully chosen to reflect the essential requirements of luxury textiles, which must offer a balanced combination of comfort,

durability, and visual appeal. The findings highlight substantial differences in the physical and mechanical properties of each blend ratio, which have implications for the fabric's potential applications across diverse luxury markets. For instance, the 90:10 Angora-Lyocell blend exhibited the highest thickness (0.60 mm) and weight (210 GSM), providing excellent thermal insulation, making it particularly suitable for winter apparel where warmth and comfort are paramount. Conversely, the 0:100 Lyocell blend, characterized by its lightweight and breathable nature, is more appropriate for luxury summer wear. Mechanical testing further revealed that Lyocell-rich blends provide enhanced tensile strength, with pure Lyocell reaching a maximum tensile strength of 13.05 kg. However, Angora rich blends, such as the 90:10 ratio, demonstrated superior elongation and softness, creating a fabric with enhanced drape and comfort. These qualities are critical for high-fashion applications where the fabric must offer elegant flow and a pleasant tactile experience. Additionally, the study found that the thermal and moisture management properties of the fabrics vary significantly based on the blend composition. Angora-dominant blends, particularly those with a higher proportion of Angora wool, offered improved thermal insulation, making them ideal for luxury products suited to colder climates and winter collections. On the other hand, Lyocell rich blends exhibited superior moisture management due to Lyocell's inherent absorbency, a valuable characteristic for warm-weather apparel where breathability and moisture control are essential. The results suggest that Angora-Lyocell blended fabrics can be customized to meet specific seasonal and functional requirements, enhancing their versatility within the luxury market. The environmental advantages of this blended fabric extend beyond its physical properties, as its production combines sustainable material sourcing with low-impact, artisanal weaving practices. Lyocell's closed-loop manufacturing process recycles over 99% of the

chemicals used, minimizing waste and reducing environmental impact. Handloom weaving, an ancient technique, relies on minimal energy input, further reducing the carbon footprint associated with textile production. This production model represents a comprehensive approach to sustainability by merging eco-conscious materials with traditional craftsmanship. The incorporation of handloom weaving also adds cultural and artisanal value to the fabric, increasing its appeal to consumers who seek luxury products that reflect a heritage of skill, environmental awareness, and craftsmanship. The market potential for Angora-Lyocell fabrics is substantial, especially among consumers who value sustainability in their luxury purchases. High-end consumers are increasingly prioritizing brands that demonstrate a commitment to environmental responsibility, ethical sourcing, and product durability. The unique properties of Angora-Lyocell blends make them competitive with traditional luxury fibers like cashmere and silk, offering comparable comfort and warmth while aligning with eco-conscious values. For example, the 50:50 blend strikes an optimal balance between strength and softness, making it ideal for luxury garments that demand both comfort and durability. This adaptability positions Angora-Lyocell fabrics as appealing options for various luxury applications, from high-fashion apparel and accessories to home textiles that require both aesthetic appeal and functional resilience. This study contributes to the broader dialogue on sustainable practices in the textile industry by illustrating an approach that integrates innovative materials, traditional techniques, and sustainable production methods. As environmental issues related to textile production become more urgent, this research demonstrates the feasibility of blending sustainable materials with artisanal methods to create high-quality products that resonate with luxury markets. The study's findings offer practical insights for brands aiming to innovate within the sustainable fashion

sector. By adopting eco-friendly fibers like Lyocell and supporting traditional artisans through handloom production, luxury brands can deliver products that meet consumer expectations for both sustainability and quality. This approach not only reduces environmental impact but also supports local economies and helps preserve cultural heritage. Future research could build upon the foundation of this study by exploring additional sustainable fibers or incorporating natural dyes to enhance the environmental profile of the fabrics further. Additionally, examining the scalability of handloom production methods would offer valuable insights into the potential for meeting large-scale luxury demand while maintaining the artisanal integrity of the product. With consumer interest in sustainable luxury on the rise, there is considerable opportunity to develop more products that blend eco-friendly materials with traditional craftsmanship. This research provides a promising model for creating textiles that are not only beautiful and comfortable but also environmentally responsible and culturally meaningful. In conclusion, the Angora-Lyocell blended fabric developed in this study embodies a sustainable, luxurious textile that aligns with contemporary consumer values. Its unique combination of thermal insulation, tensile strength, moisture management, and eco-conscious production makes it a compelling choice for high-end fashion applications. By blending Angora with Lyocell and employing handloom techniques, this study offers a blueprint for the future of luxury textiles— one that respects the environment, supports local artisans, and meets the sophisticated demands of today's discerning consumers. This research contributes to transforming the textile industry by demonstrating how traditional methods and innovative materials can produce luxury products that are both desirable and sustainable.

Keywords: Sustainable luxury textiles, Angora-Lyocell blends, Eco-friendly fabric innovation, Handloom weaving, Textile sustainability, Premium fashion materials

Leadership Efficacy in Crisis Resolution: A Study with Reference to Charismatic and Empathetic Leadership Behaviour

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Abstract

During the turbulent times of crisis, it is necessary to have a competent leader to handle uncertain situations and facilitate recovery among employees of the organization. This paper explores the importance of efficient leadership in crisis management, and specifically focuses on the essential skills and attributes that successful executives should possess to, and specifically focuses on the essential skills and attributes that successful executives should possess to guide their teams through tough times. The analysis also includes guide their teams through aspects of leadership which involves issues such as how managers cope with stress, ambiguity, and uncertainty in building team resilience in the world of VUCA (volatility, uncertainty, complexity and ambiguity). It goes further into Interpersonal dynamics with emphasis on teamwork, empathy, communication fostering trust as well as preserving unity during

crisis periods. Here, the researcher predominantly emphasised on how charismatic leadership style and empathetic leadership style influence their cognitive dissonance and generate feel and action towards managing a crisis situation. This paper also looks at strategic parts of leadership that are critical qualities, abilities and behaviours needed by leaders for navigating through complicated situations like decision-making under pressure; communication; transparency. Few words of compassion, understanding feeling and emotions of others certainly minimize the level of uncertainty. The examination also considers various leadership styles used, communicative strategies employed and decision-making processes that take place during outcome for crisis resolution by focusing on Adaptability; building of teams/empowerment; as well as strategic agility. Further findings reveal that an internal cohesion, external stakeholder relationships, and effective messaging, showing empathy, addressing the concerns and acknowledging the issues are often considered to be the mechanism of managing the crisis situation.

Keywords: leadership, crisis, communication, decision making, empathy, efficacy

Critical Analysis of Employee Job Satisfaction and Motivation in Retail Industry: Exploring Facets and Implementing Strategies

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Abstract

Considering the latest technological advancements in the era of industry 4.0, the need for and value of human capital remains constant. Innovations in digital transformation have shattered the dreams of business decision makers with the rise in complexity and cumbersome business flow in the business sphere, after all, technology cannot build relations and understanding which is quintessential for a thriving business. Thus, the need for efficient human resource management is indispensable. The employees tend to come up with numerous initiatives and is motivated to better his performance with the ultimate goal of climbing the corporate ladder. Thus, managers tend to employ numerous tactics and techniques to keep an employee motivated and satisfied which has a direct impact on the employee's performance, with monetary incentives and small perks being the most used tools. This Research aims to thoroughly understand the level of motivation and satisfaction of employees in the retail industry. The authors try to comprehend the importance of job satisfaction for an employee and what are the measures and strategies that are being employed by managers to keep their

employees motivated and satisfied and most importantly how effective and efficient are these strategies. In this research the authors formulated three models in relevance to impact of intrinsic and extrinsic motivation factors on job satisfaction. The research findings are drawn out of few studies conducted by scholars in retail sector. The overall findings infer that the employees are satisfied with employer-employee relationship, freedom to work, store environment and word of encouragement and support from supervisors. The only variable needs attention and to be reviewed timely basis is the compensation practices.

Exploring the Intersection of Traditional Craftsmanship and Digital Design: A Sustainable Approach to Art and Craft in the 21st Century

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Abstract

The art and craft worlds change with an age that is becoming increasingly clothed in fabric of digital technology. Such a study aims to search for a juncture between the two different realms of traditions of craftsmanship and digitalized design in the way two different elements coexist along with how they complement the other, through case study analysis in this paper using artisans and their creative endeavours in utilizing digital tools while preserving the cultural heritage simultaneously.

This research discusses the issues related to digital design software, 3D printing, and online platforms, to what extent this new wave presents opportunities and challenges for traditional art forms. It will then find a connection towards sustainable practices involved in this approach by pointing out the ways through which technologies can contribute towards eco-friendly production methods and local craftsmanship.

This paper will be an insight into the future of creative expression in the digital age by conducting qualitative interviews with artists and designers, analysing current trends in the art and craft sector. It will propose a framework for integrating the best of traditional and digital practice, which would promote sustainability, innovation, and preservation of culture in the arts.

This topic is in line with the current trend of design and craftsmanship but does answer the increasing concern over sustainability within creative industries, which is indeed a pressing matter of relevance and impact in research.

Keywords: Traditional Craftsmanship, Digital Design, Cultural Heritage, Sustainable Practices, Innovation in Art, Eco-friendly Production, Digital Tools in Craft etc.

Presence of Emojis and Mobile Food Delivery Apps: The Affective and Activation Brand Engagement Route to Equity

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Abstract

Non-verbal and emotion-based communication tools, such as emojis, are an important means of persuasion for mobile food delivery applications (FDAs), and literature has shown the influence of emojis on consumer-brand relationships. The current research examines the impact of emojis on the different components of consumer engagement (CE) and consumer-based brand equity (CBBE). Results from two experiments indicate a positive influence of emojis on affective, cognitive, and activation engagements. The individuals exposed to emojis had a higher value and brand equities. The results also indicate that affective and activation engagements mediate the influence of emojis on value and brand equities. However, cognitive engagement does not mediate the influence. The study contributes to the interplay of affect and cognition in the context of FDAs, and the brand managers can use the results to generate positive CBBE.

Keywords: affect and cognition; engagement; brand equity; mobile food applications; presence of emojis

Transforming Social Responsibility into Financial Gains: Unveiling CSR's Financial Impact on Indian Pharma Firms

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Abstract

As corporate responsibility evolves, CSR reporting has become essential in company operations. Stakeholders today need not just financial transparency but also insight into how firms address social and environmental issues. This transition underscores CSR's function, not just as an ethical obligation but also as a possible driver of financial prosperity. Dedicated research on the Indian pharmaceutical industry is lacking, despite growing scholarly interest in CSR reporting. This study investigates the possible financial advantages of CSR reporting for Indian pharmaceutical firms, seeking to determine if increased transparency in CSR activities is associated with higher revenues.

Methodology

The research used a quantitative approach, examining 11 years of financial data from Indian pharmaceutical firms registered on the BSE. Content analysis was used to extract data for the independent variable, Corporate Social Responsibility (CSR), whilst panel regression analysis assessed the influence of CSR on financial performance indicators.

Findings

The research indicates no significant association between CSRD and financial performance. Furthermore, research concludes that firms with less open CSRD practices often have superior financial success. It underscores the need for corporations to adopt CSRD policies to realize possible financial advantages.

Research Limitations

The research may encounter constraints related to data availability and the difficulty of attributing profitability only to CSRD. Market volatility, governmental rules, and prevailing economic circumstances may also affect profitability. Moreover, subjective judgments in the content analysis of CSR reports may influence the perceived degree of information and transparency.

Practical Implications

The results provide significant insights for firms to effectively incorporate CSR efforts into their business strategy. Implementing CSR standards allows Indian pharmaceutical companies to increase their attractiveness to investors who value environmental and social accountability.

Social Implications

CSR disclosure may augment public trust and strengthen brand recognition for pharmaceutical enterprises. This not only fosters ethical standards inside the sector but also benefits society. Moreover, CSRD empowers customers to make better educated choices about the pharmaceutical items they choose.

Keywords: Sustainability, Return on Equity, CSR, BSE, Content Analysis

Scheme of Fund for Regeneration of Traditional Industries (SFURTI) - The Case of Multi-Product Clusters

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Abstract

The Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, launched the Scheme of Funds for Regeneration of Traditional Industries (SFURTI) in 2005. As the name suggests, the core objective was to promote cluster based development of traditional industries, revive ethnic crafts - handicrafts, handlooms, khadi, coir, and other similar industries - and encourage skill development for artisans by generating employment opportunities in rural areas so that they could become more competitive and sustainable. This objective would be achieved by identifying and developing clusters of traditional industries in rural areas by facilitating the necessary support for development of infrastructure, technology, marketing, and skill development in order to enhance the productivity and competitiveness of these clusters. The scheme is designed to provide financial assistance to various stakeholders involved in the development of the clusters, such as artisans, entrepreneurs, NGOs, and other institutions. The implementation of the SFURTI project is done through a network of state-level SFURTI boards, district-level SFURTI implementation agencies, and cluster-level SFURTI units. The success of the project is based on improvement of the livelihoods of artisans and entrepreneurs in these clusters. The SFURTI project is a crucial

initiative to revive ethnic crafts and promote rural development and the preservation of traditional skills and art forms in India. As per MSME reports, the status of clusters is as follows: Approved Clusters Functional Clusters 2023-24 in Functional Clusters date till Proposals under consideration at Level 513 51 374 Ministry Proposals under consideration at SSC level 91 00 This paper will present an empirical study about the scheme, its nodal agencies, implementation, implementing agencies, and the impact of the project.

Keywords: Craft revival, artisan development, skill development, traditional industries, stakeholders

The Interplay of Mandatory Corporate Social Responsibility Expenditure and Credit Ratings

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Abstract

This study explores the effect of mandatory Corporate Social Responsibility (CSR) expenditure on the credit ratings of Indian-listed firms. The sample for the study is 259 Indian listed firms evaluated by panel regression. The study uncovers a positive connection between mandatory CSR spending and long-term credit scores, indicating that firms adhering to CSR requirements tend to enjoy elevated credit ratings. While overspending negatively impact the credit rating of the firm. India is only country where CSR expenditure is mandatory by law. The finding can help the corporate leaders to make financial planning related to CSR expenditure and credit rating optimization.

Emerging Technologies for Effective SDG Agenda Setting, Developmental Programming and Implementation of Pragmatic Public Policy in LMICs

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Abstract

The Sustainable Development Goals Agenda 2030 has 17 ambitious goals and 169 specific targets, with a vision integrating economic, social, and environmental dimensions. This agenda emphasises the importance of equality and dignity at its core to bring transformational change in our developmental practices while keeping an eye on the environment. It has brought developed and developing countries together to commit to the framework of a strengthened global partnership. This will take into account the prevention measures for natural disasters, measures for preventing climate change, and implementations of policies to achieve the required change for realizing SDGs. The goals and targets mentioned are well-integrated and inseparable. It demands common and collective actions by all the world leaders and multiple stakeholders so that it will benefit the present and future generations. (UNGA, 2015)

The agenda presses on the importance of the sovereignty of every country small or large, rich or poor, and will have the right to

determine their context-specific developmental agenda, taking note of the specific local challenges, they face. The SDG Agenda 2030 takes note of the countries with serious developmental challenges especially the least developed income countries (LDICs) from the African continent, countries after decades of civil war, and conflict-ridden countries, also including LMICs.

However, despite the common consensus and ambitious agenda-setting to realize SDGs by 2030, most nations have failed to effectively adopt and implement the SDGs. This is primarily due to the inability to integrate SDG targets into their public policy initiatives and developmental programming. The annual Sustainable Development Goals (SDG) 2024 report states that member states agreed upon “the achievement of the SDGs in peril” in 2023. The report also states that even after a year, several inter-connected challenges jeopardized the realization of SDGs by the stated deadline. The delay in the process of achieving SDG goals can be attributed to large-scale global disruptions including COVID-19, the Ukraine War, the Israel-Gaza War, untimed natural calamities, and disruption of global chain supply. These challenges have made a significant dent even in the progress of important development programs. There have been severe impacts on the global health system causing radical increases in both mortality and morbidity rates globally affecting millions of lives. In addition, the rising amount of armed conflicts, war, and terrorism are posing a serious threat to humanity. Similarly, the impact of climate crises is increasing in manifold causing large-scale disruption to the supply chain and mass migration.

In this context, it is therefore pertinent to examine the role of emerging technologies as potential solutions to the complex challenges posed by the societal, structural, economic, political, and environmental antecedents. It is also necessary to explore the various

opportunities that can be capitalized on using the powers of advanced technologies for successful sustainable development agenda-setting targeting the core challenges in a contextually relevant fashion. For example, advanced technologies such as Artificial Intelligence, Machine Learning, Robotics, and Generative AI present interesting possibilities and offer valuable cross-sectoral SDG integration opportunities in developmental planning.

Upskilling Indian Youth with Industry-Ready Employability Skills: Capitalizing the Power of AI and ML in the Post-COVID-19 Scenario –A Scoping Review

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Abstract

Unemployment in India has been on the rise post-pandemic. The nature of employment has also changed since the pandemic. There is a chaotic situation in the job market. The job market is characterized by chaos and confusion caused by the global disruption in the supply chain. This is greatly enhanced by an inequitable provision of opportunities and resources in resource-constrained LMICs. The chaos is reflected in the job skill market mix, as the job fit does not preclude the skill set of an employee. There are no well-defined standards, policy frameworks, or structures to organize the job market. The existing skill-learning setups in educational institutions are lagging behind the standards of global employability. The staggering nature of unemployment is so big, that the youths are compromising with any forms of jobs for their livelihood. The nature of underemployment exposes the systemic nature of an unequal demand-supply scenario. This demand-supply problem is considerably different from traditional demand-supply phenomena, wherein we experience an excessive demand and lack of demand in certain kinds of jobs, and an equally problematic

amount of supply. For example, the country has a higher amount of demand for well-trained technicians and professionals but the supply of such manpower is meagerly low. Moreover, we have an abundant supply of well-educated graduates in India who are unfortunately not very well-equipped with vital employability skills. The pandemic has been exacerbated by complicating the nature of learning and skill delivery.

The present ecosystem for learning such critical skills is also well behind the global standards of job markets. Though there have been technological advancements in the learning ecosystem through budding Ed-techs, still there has been a serious lag in the delivery of skills. In this regard, there is a pressing need to understand skill gap phenomena in the post-COVID scenario, to fulfil the demand of today's technological sectors in a globalized world order. Industrial Revolution 4.0 demands cutting-edge technological advancements globally and to fuel those advancements we need well-trained human capital who can match or cope with the skill demands.

LMIC youth are often informally employed with lesser employment and social benefits (Ohnsorge F., Yu S., 2021; Dhingra S., Kondirolli F., 2023). The already fewer existing opportunities available at the disposal of youth and the job losses caused due to COVID-19 pushed millions of youths to earn a marginal livelihood for survival. Moreover, the governments in LMICs lack policy frameworks to address the job losses and provide social security to young people for survival. Hence, these youths have been deprived of basic social security and unemployment benefits to restart their career and earn meaningful occupations. Although the GDPs of countries returned to near normalcy post-pandemic, the unemployment rate remained at the pandemic level, especially among entry-level aspirants (Barford et al., 2021; Dhingra S., Kondirolli F., 2023).

ILO (2021a) has observed that work hours were as low as 4.5 hours, compared to the pre-pandemic level by the end of 2021 and especially the youth and women were to remain unemployed (Dhingra S., Kondirolli F., 2023). Also, the nature of the job market moved towards more informal from formal employment which has become a major concern for long-term growth (ILO 2021b, Dhingra S., Kondirolli F., 2023).

The future job market is going to be in high demand for skilled technical workers due to the fast adoption of emerging technologies across the business and other sectors of jobs. The net job creation by some of the few prominent technologies is going to be higher in number, they include Big Data, Biotechnology, AI, Environmental management technologies, Health care technologies, Ed-techs, Agriculture technologies, and Robotics. The COVID-19 pandemic propelled the human-machine frontier towards higher automation and remote working and automation is going to increase rapidly with the advancement of AI, ML, LLM, NLP, and Generative AI (WEF, 2023).

SDGs and Circular Economy: Addressing Structural and Systemic Roadblocks to Progressive and Sustainable Policy Development in Developing Countries

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Abstract

The world suffers from various structural and systemic factors. They may include socioeconomic inequality, class structure, poverty, gender disparity, and an unequal distribution of wealth between individuals as well as nations which are reflected in the form of chaotic demand-supply phenomena leading to ineffective or poorly functional supply chain pipelines. For example, we witness a lack of prioritized and mindless production and consumption patterns in our society which offsets the SDG Agenda 2030 by posing problems in the form of increased environmental pollution and climate emergency. Therefore, this scenario needs prudent and pragmatic decision-making to restore balance and harmony with nature. However, this needs to address the various longstanding structural and systemic factors that impede the progress and act as a roadblock to effective agenda realization. In this regard, the potential of the circular economy approach needs a realistic assessment in the context of LMICs.

In this problematic context, the Circular Economy approach presents a viable solution to traditional demand-supply problems. The circular economy is a powerful alternative to the traditional linear model which is used to end with an end-product and a side waste impacting the society and environment. The circular economy provides a solution for reuse, recycling, and repurposing, thereby ending the culmination of waste products in dumping yards and making the economy and environment more sustainable. (Popovic A., Radivojevic V., 2022) The circular economy is a closed-loop approach to minimize the use of natural resources and energy consumption and to reduce the impact on natural resources by recycling or reusing. (Kircherr, J., and Piscicelli, L. et. al. 2018)

The over-dependency and over-use of natural resources has led to the constant threat of depletion of non-renewable sources of energy which is a growing and global challenge for humanity impacting society and the environment. According to the resource recovery principle, the basis for sustainable growth of an economy must be better waste management and reuse of used products. Hence, a circular economy has the potential to create a perfect harmonious balance between economic growth and environmental sustainability by creating a better ESG governance model and can lead to a more environmentally sensitive society and economy (Roleders V., Oriekhova T., Zaharieva G., 2022). The nature of the circular economy approach makes it possible to be a tool that can be used to achieve sustainable development goals.

Sustainable Development Goals (SDGs) offer an important developmental framework to possibly bridge the gap between the current societal and environmental developmental milestones and our need for constant material and economic progress while striking an optimal harmony with nature. SDGs targets depend heavily on multi-stakeholder engagement, coordination and effective

governance reforms. In this context, the circular economy can be instrumental in providing plausible solutions and interesting perspectives to make SDG-focused policymaking more effective.

Rural-Urban Dynamics in India for Bridging the Digital Divide for Financial Inclusion

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Abstract

The worldwide financial sector has undergone a tremendous digital transformation, changing the accessibility and delivery of financial services. Recognizing the critical role of rural financial service providers in assisting poor regions, the shift to digital banking via Fintech is critical for inclusive growth. Caruana's (2016) research underlines the link between Fintech and the financial revolution, highlighting its positive impact on financial inclusion and literacy. Collaboration between fintech startups and banks is critical for tackling difficulties and promoting inclusive development. Recent Fintech innovations have combined financial services, technology, and behavioural finance to provide investors with a more personalized experience. However, as Wójcik (2021) points out, the impact of Fintech on retail investors' behavioural biases post-COVID-19 is a largely uncharted topic due to the novelty of Fintech developments.

Fintech solves flaws in the traditional financial system by providing financial support and resources for innovation and entrepreneurship. Its function in offering business opportunities and support to firms helps to reduce environmental biases, which is especially useful for rural inhabitants starting their own businesses. Fintech has had an important influence in increasing social security levels (Munodei & Sibindi, 2023). Fava (2024) recognizes Fintech as an evolutionary force in financial services, emphasizing emotional ties with customers and diving into their goals. While urban areas

joyfully welcome digital innovations, rural inhabitants, who lack access to reputable financial institutions, face the constraints of technological change. The huge discrepancy between rural and urban locations in terms of financial services and technology integration demands thorough research. Rural communities struggle to adapt, frequently missing out on the digital revolution, whilst metropolitan areas profit from cutting-edge technologies. This digital divide is particularly evident in the financial services business, as rural regions struggle to obtain loans and embrace digital payment systems.

This study aims to explore disparities in access to digital financial services between rural and urban populations in major capital cities of India, focusing on how digital literacy and infrastructure influence financial inclusion in these areas. By examining the critical role of digital literacy in both settings, the study seeks to assess how gaps in knowledge and skills impact financial inclusion outcomes. Additionally, it will analyze the influence of digital infrastructure as a key factor in enhancing or impeding financial access across regions. Ultimately, the study will investigate how efforts to bridge the digital divide could drive improvements in financial inclusion rates, particularly in underserved rural areas.

Keywords: Digital divide; Digital literacy; Digital infrastructure; Fintech; Financial Inclusion; Rural; Urban

Service Robots as Future Citizens: A Glimpse into 100 Years of Indian Independence

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Abstract

With the arrival of the centenary year of Indian independence in 2047, integrating service robots into the socio-economic fabric provides an opportunity to reimagine their role as "future citizens." The potential to envision roles for advanced artificial intelligence-driven robots that transcend their traditional functions and become integral participants in the public, private, and cultural sectors of India is explored in this research. Synthesizing global and Indian perspectives, we will explore how service robots can play roles in healthcare, hospitality, logistics, and governance. Key challenges include societal trust, ethical dilemmas, and policy gaps, for which a framework of robot citizenship, or rights, responsibilities, and coexistence with humans is proposed. Drawing on interdisciplinary insights, the paper sketches scenarios for 2047 that underscores potential benefits like increased productivity and greater inclusivity but also risks such as job displacement and cultural resistance. This paper argues for a future in which robots, accustomed to the moral belief and aspirations of India, contribute meaningfully to a technologically advanced but equitable society. This paper aims to educate policymakers, technologists, and researchers while preparing India for such a future: when humans and robots collaborate in seamless coordination, rewriting the story of independence and innovation.

Keywords: Service Robots, Future Citizen, Futurism, Posthumanism, Humanistic, Ethics, Artificial Intelligence

Uncovering the Role of Social and Environmental Score on Market value of Cement Firms of India

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Abstract

This study investigates the mediating influence of social and environmental score on the relationship between Total assets, proportion of women on boards, and market value of Indian cement Companies.

Methodology

We analysed data from Top 7 cement firms of India over a 4-year period using panel data analysis. Environmental disclosure scores (EDS), social disclosure scores (SDS), total assets (TA), and the proportion of women on boards (WOB) are utilized as independent variables to examine their impact on the relationships studied. Market value (MV) is the outcome variable that is influenced by the other variables in the study. Partial Least Squares Structural Equation Modeling (PLS-SEM) is employed to test the hypothesized relationships.

Results

The findings reveal significant positive relationships between social disclosure and both environmental disclosure and market value. While no direct correlation between women on boards and market value was found, a positive association exists between women on boards and social disclosure scores ($\beta:0.196$; $P<0.003$). Additionally, it was found that social disclosure mediates the positive influence of total assets on environmental disclosure ($\beta:0.126$, $P<0.002$).

Contribution

This study contributes to the literature on ESG factors and Cement firms performance by highlighting the mediating role of social disclosure in the Indian context. It challenges the traditional view of social and environmental factors as separate entities and suggests a potential positive influence of social factors on environmental aspects.

Implications

The findings indicate that policymakers can foster sustainable banking practices by promoting social disclosure and enhancing gender diversity on boards. Investors may use social disclosure information to make more informed choices about firms committed to social responsibility. Cement companies can boost their market value by focusing on social and environmental initiatives and transparently sharing these efforts through social disclosure platforms.

Keywords: Environmental; Social disclosure; Market Value; Indian Cement Resources; Structural Equation Modeling.

Applying Resource Orchestration Theory to Enhance Technology-Driven Success in Women Entrepreneurship

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Abstract

Indian Micro, Small, and Medium Enterprises (MSME) have emerged as a dynamic sector of the national economy of which 20% of all MSMEs are owned by women (MSME, 2024). According to the Indian Brand Equity Foundation (IBEF), India has 432 million working-age women and 13.5 to 15.7 million women-owned businesses which employ 22 to 27 million people. Also, women-led businesses are estimated to grow by 90% in the next five years (IBEF, 2022), thus contributing significantly to various productive and developmental activities, including capital formation, enhancing per capita income, promoting balanced regional development, and alleviating poverty (Chavan & Murkute, 2016). Women entrepreneurship despite alleviating poverty, is being restrained by challenges such as gender issues resulting in lack of time due to overburdened family responsibilities, lack of human resources, networking, applying digital technologies at work, market imperfections, etc (Makena et al., 2014) (Kumar & Singh, 2021) (Rajahonka & Villman, 2019). In addition, women tend to lag behind men in utilizing online networks and a full range of opportunities

offered by digital technologies resulting in a gender digital divide (Alliance for Affordable Internet, 2021). This is attributed to a lack of resources such as digital literacy, quality education (Fauzi et al., 2021), balancing work and domestic responsibility, sociocultural norms (Olsson & Bernhard, 2021), and cyber harassment (Charan & Chaturvedi, n.d.). However, there is a need for women entrepreneurs (WEs) to sustain the dynamic environments to achieve sustainable development goals such as gender equality (SDG-5), decent work and economic growth (SDG-8), reduced inequalities (SDG-10), sustainable cities and communities (SDG-11).

Under conditions of resource constraints, entrepreneurs are more inclined to innovate by reusing components from existing businesses to generate new solutions from essentially nothing. Reusing of the exiting resources depends on the role of firm owners. The theory suggests that enterprises initially structure the necessary resources, then bundle these resources to build capabilities and then leverage these capabilities to their advantage to reach the market. Orchestration of in-house resources is emphasized by entrepreneurs who engage in various activities related to defining, assembling, and deploying resources, all of which demand their judgment and decision-making (I. H. Lee & Lévesque, 2023). Digitalization has the capability to guide the resource orchestration process (Katekhaye & Magda, 2023). Once the resources have been acquired by WEs, it needs to be orchestrated in order to enhance firm performance.

Hence, the current study employs resource orchestration theory to examine how the reliance on existing digital technologies among WEs would lead to entrepreneurial success (ES) through business experimentation. In this study, ES is referred to as annual sales growth, number of product/service offerings, and number of geographical segments. Further, empowering women through digital technology contributes to economic growth and promotes gender equality and social inclusion (Abdelwahed et al., 2024).

The Generation Z Conundrum: Dissecting How Job Involvement and Supervisor Support Decipher Meaningful Work into Dwindling Quit Intentions

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Abstract

Generation Z's entry into the workforce spells a new era where organizations must attract and retain them for organizational sustainability. The study examines the relationship between Meaningful Work and Intention to Quit. This study also tests the mediating role of Job Involvement in the above relationship and Supervisor Support as a moderating variable. Quantitative data were collected using self-reported questionnaires from 476 Generation Z employees in the Indian Information Technology industry. Analysis used Baron and Kenny (1986) and bootstrap techniques (Hayes, 2009; Zha et al., 2010) to test the mediation effect. Moderated mediation was assessed using PROCESS macro for SPSS (Hayes, 2013). Results show that meaningful work is negatively correlated with intention to quit. Job Involvement significantly mediated the relationship

between Meaningful Work to Intention to Quit, and Supervisor Support moderated the mediated pathway. The present study is among the pioneer studies focused on understanding the work behaviour of Generation Z. Findings highlight the need to provide engaging and meaningful work to the employees. Managers must pay attention to changing expectations and posit the need for high supervisor support to retain Generation Z employees. Finally, limitations and future research were discussed.

Keywords: Generation Z, Meaningful Work, Moderated – Mediation, Job Involvement, Supervisor Support, Intention to Quit.

Examining the Impact of Shared Leadership and Team Psychological Capital on Empowerment in Virtual Teams

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Abstract

With the worldwide COVID-19 outbreak, the gig economy, the lightning-fast technological advancements, workforce diversity, the emergence of freelance virtual contributors, and the blurring of work-life boundaries, a new collective leadership model called “Shared Leadership” became imperative. In this context, the virtual teams may experience conflicts that must be resolved constructively so that the team members can assume their duties and demonstrate excellent positive team behaviour, including team performance. The Team must be in an “empowered mental state” to achieve this. The existing literature acknowledges that Shared Leadership (SL) is an antecedent for Team Empowerment (TE). However, these studies hardly examine the mental process through which SL leads to TE. The literature explains the role of psychological capital as the mediating factor between SL and employees’ positive job outcomes like team citizenship behaviour and team performance, which are physical and behavioural outcomes. This article fills an essential gap in the literature by examining the involvement of Team

Psychological Capital (TPC) in helping SL to develop TE. Here, data was collected from 402 virtual team members belonging to 48 teams from various Indian industries. By conducting partial least squares structural equation modelling and looking at the Team as the unit of analysis, the Study showed that Team psychological capital partially mediates the relationship between SL and TE. Based on the results, the authors recommend that managers focus on decentralized Leadership and take steps to develop TPC for creating a high-empowered team.

Keywords: COVID-19, Shared Leadership, Team Empowerment, Team Psychological capital, Virtual Teams

Community Security Outfit (Amotekun) for Combating Criminal Activities in Ondo State, Nigeria

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Abstract

The study looked at community security outfit for combating criminal activities in Ondo state, Nigeria. The study adopted descriptive survey research design. The population of the study comprised all the security agencies in Ondo state. Simple random sampling techniques was used to randomly select one hundred (100) security officers in Ondo state. Four research questions were formulated for the study. Data were analyzed using frequency count and simple percentage. Findings of the study revealed that adduction, kidnapping, unemployment, poverty, weak security system, ethnicity, political corruption and among others were the major causes of crises cum security challenges in Nigeria, based on the findings of this study, the following recommendations were made: Nigerian government should provide job opportunities for Nigerian youths, hence the hungry politicians will not be able to use them as agents of crisis. Unity should be the slogan of all Nigerians irrespective/regardless of tribe and ethnic affinity. Additionally, government should equip the all the security agencies with modern incentives and adequate training.

Keywords: Community Security Outfit, Combating, Criminal Activities.

Nudging Behavioural Interventions for Urban Ecosystem Restoration: A Smart City Multi-Stakeholder Engagement Framework

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Abstract

Research Gap and Research Problem: ". The idea of "smart cities" has become popular recently in urban planning. Modern technologies are used in "smart cities" to optimize public services, transportation, infrastructure, energy management, and other areas of urban life. The smart cities have been aiding ease of life for the citizens in India, however, the deep interlinkages and interdependences between urban ecosystems, the environment, and human well-being are superficially addressed, which remains to be exploited to the full extent as multi-stakeholder engagement is missing. The paper addresses the void of community involvement in ambitious infrastructural projects like smart cities, which also might address the sustenance of projects in the long run.

The Objective of the Study and Summary within 250 words: The sole objective of this paper is to propose an action plan to nudge multi-stakeholder engagement in restoring urban ecosystems with smart cities' mission. Using existing technology of smart cities, behavioural interventions and nudges are proposed to encourage multi-stakeholder engagement in biodiversity restoration in Urban cities. It is an attempt to utilize the technologically aided governance of smart cities, and CSR efforts of the corporate and community

involvement in a customized ecosystem restoration action plan based on a traditional 'Devrai', (Indian sacred groves / Micro Forest Concept) practice of biodiversity conservation. The paper posits a nudge framework of multi-stakeholder- collaborative -engagement for urban ecosystem restoration infusing it with smart cities mission.

Research Methodology: Extensive Literature review, was done to develop this concept paper.

Findings of the Study: Combining Smart cities mission, Multi Stakeholders' goal and communities' engagement an Integrated Action plan for Urban ecosystem restoration using 'Devrai' an Indian biodiversity conservation practise can be developed. The Paper proposes a step by step collaborative Multi-stakeholder engagement Nudge framework to enhance the restoration of urban ecosystems integrating it with the smart cities mission.

Implications of the Study: Smart City Governance, social forestry department, elected ward members, Corporate CSR and Communities at large can have an Integrated Role to play for urban ecosystem restoration. The intended outcome of the plan covers three areas:

- 1. Behavioural Transformation:** Awareness, Sensitization, and Collective strength may instil responsible citizenship and make things better for themselves and the planet.
- 2. Optimum Utilization of Resources:** by integrating the project into existing smart cities' mission and city governance.
- 3. Restoring Urban Ecosystems:** by reviving a traditional Indian biodiversity conservation method 'Devrai' into the contemporary 'forest escapes' through community engagement

Keywords: Behavioural Interventions, multi-stakeholder, engagement framework.

Bridging Consumer Expectations with Innovative, Sustainable Traditional Handloom Textiles: Positioning Premium Luxury Angora-Lyocell Fabrics

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Abstract

This research focuses on developing Angora-Lyocell blended fabrics, handloomed using traditional techniques to create premium luxury textiles that meet consumer expectations for sustainability and innovation. Angora wool is highly valued for its softness and thermal insulation, while Lyocell offers strength, moisture absorption, and eco-friendliness. The study assesses the mechanical, physical, and comfort properties of Angora-Lyocell blends produced on handlooms and evaluates their potential as sustainable, luxury fabrics for high-end fashion markets. By bridging traditional craftsmanship with modern sustainability trends, this research aims to position Angora-Lyocell as a versatile, eco-friendly fabric for the luxury sector.

Keywords: Consumer Expectations, Sustainable Handloom, Premium Luxury Angora-Lyocell Fabrics

Responsible Leadership in the age of AI

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Abstract

This conceptual paper explores the evolving landscape of Responsible Leadership (RL) and examines how Artificial Intelligence (AI) can address its practical limitations. The literature review highlights key definitions, empirical models, and debates within RL, emphasising the ethical and social obligations leaders hold toward stakeholders. Despite its theoretical contributions, RL faces criticisms regarding practical implementation, and adaptability in complex organisational contexts. The paper investigates contemporary examples of organisations leveraging AI to enhance RL principles. These examples included Amazon's AI-driven packaging optimization, IKEA's supply chain efficiency algorithms, and Octopus Energy's real-time energy management. A variety of secondary sources surrounding these examples were analysed using thematic analysis and grouped into four emerging themes 'Strategic vision and innovation', 'Ethical engagement', 'Service orientation' and 'Collective transition', and a conceptual framework of 'Responsible AI-Driven Leadership' was developed to be tested empirically at a later date.

The findings of the paper suggest that AI offers promising avenues for leaders to apply RL principles more effectively and illustrate how AI can align stakeholder interests, improve sustainability, and maintain profitability. These cases demonstrate AI's potential to mitigate RL's challenges, such as managing competing stakeholder needs and achieving sustainable development goals. However, the paper acknowledges limitations, including the lack of empirical

evidence and potential biases in example selection. Future research should empirically validate these findings and explore AI's role in diverse cultural and organisational contexts.

Keywords: Responsible Leadership, AI, Ethical Leadership, Digital Transformation

Effect of Behavioural Biases on Risk-Attitude: Tanking and ‘to the Moon’ Situation

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Abstract

Purpose– The risk-taking mindset of investors influences every stock market decision. An individual assessment of the return uncertainty associated with a financial instrument. Important psychological and demographic variables that affect risk attitude are identified in this study. Additionally, it explains the intricate connection between behavioral biases and investors' risk tolerance for making equity investing decisions.

Design/methodology/approach- Investor risk attitude is defined by a number of factors that can be found using exploratory factor analysis. Structure Equation Modeling using AMOS was applied to evaluate the connection between investors' risk attitude and behavioral biases. To determine whether the components extracted differ across demographic groups. Based on these results, a risk attitude framework is created to offer more depth.

Findings– Demographic characteristics have been shown to have an impact on risk attitude and behavioral bias. This study shows that the risk attitude construct's four defining characteristics –tolerate level, stable returns, familiarity, and joy – variate considerably

Keywords: Behavioural Biases, Risk-Attitude, Financial Investments

Impact Investing and Social Entrepreneurship: A Thematic Categorization Using Systematic Literature Review

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Abstract

Impact Investment has emerged as a crucial funding source for social entrepreneurs due to the dual emphasis on achieving positive social outcomes and financial returns which drives value and accountability. The present study aims to conduct a systematic literature review (SLR) on Impact Investing literature from 1990 to 2024 with its focus on Social Entrepreneurship. An extensive literature review has been performed wherein the literature has been segregated according to the years of their publication. The study contributes towards organizing the fragmented body of literature related to Impact Investing. Furthermore, it provides a holistic approach to framing strategically aligned Impact Investing interventions that organizations can implement with respect to Social Entrepreneurship. Finally, the study opens a window of opportunities for future research works in concerned field of Impact Investing.

Keywords: Impact Investing, Social Entrepreneurship, systematic literature review

Effect of Entrepreneurial Marketing on the Performance of Small and Medium-Scale Enterprises in the Federal Capital Territory

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Abstract

This study investigates the effect of entrepreneurial marketing on the performance of small and medium-scale enterprises (SMEs) in the Federal Capital Territory (FCT), Abuja, Nigeria. Employing a survey research design, data was collected from 515 SME operators across six area councils using a structured questionnaire. The sample size was determined using the Taro Yamane formula and adjusted to account for non-responses. The study utilised the Likert Scale questionnaire method to collect data from the study constructs such as innovativeness, proactiveness, opportunity focus, resource leverage, and value creation, with reliability and validity ensured through content validation and statistical tests. The analysis, conducted using SPSS and Partial Least Squares Structural Equation

Modelling (PLS-SEM), revealed that innovativeness did not significantly impact SME performance. Conversely, opportunity focus, proactiveness, and value creation showed positive and statistically significant relationships with SME performance. Notably, resource leveraging was identified as the most influential factor, demonstrating a very strong positive effect on performance. These findings suggest that while some entrepreneurial marketing strategies are more impactful than others, effective resource management is crucial for enhancing SME performance in the FCT. It was recommended that SMEs should focus on optimising the use of their resources to gain a competitive edge. Entrepreneurs should be encouraged to adopt a proactive approach in identifying and seizing market opportunities. SMEs should cultivate a culture of proactiveness and innovation to stay ahead in a competitive market. SMEs should focus on delivering unique value to their customers through high-quality products or services and effective customer relationship management. And Policymakers should design and implement support programmes specifically tailored to the needs of SMEs.

Keywords: entrepreneurial marketing, innovativeness, resource leveraging, proactiveness, SME performance

It Capability, Digital Strategy, Employee Skills, Organizational Agility and SMES Performance in Nigeria

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Abstract

In Nigeria, small and medium enterprises (SMEs) play a crucial role in the local economy, mirroring the broader challenges faced by entrepreneurs related to information technology, digital strategies, and employee skills. This survey-based study investigated the effect of resources-based digitalization on SMEs performance, considering the mediating effect of organizational agility. Sampling 504 SMEs managers, the research utilized SmartPLS for analysis. The study found that employees' skills have positive and significant effect on performance of SMEs, employees' skills and digital strategies have positive and significant effect on organizational agility, IT capability and digital strategies have positive but insignificant effect on performance of SMEs, while, IT capability has positive but insignificant effect on organizational agility. It also found that organizational agility positively and significantly mediates between

resources-based digitalization and performance of SMEs in Nigeria, It thus, recommend SMEs managers realign IT investments, focusing on initiatives directly contributing to business performance and agility.

Keywords: Digitalization, Digital Strategy, Employee Skills, IT Capability, Organizational Agility, Performance, Resources, SMEs

Examining the Correlation Between Non-Misleading\ Non-Deceptive Advertising and Customer Satisfaction in the Context of Online Loan Applications in Nigeria

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Abstract

This study, therefore, researched the influence of non-deceptive advertising on the perception, retention, and loyalty of customers regarding online loan applications in Nigeria. The data was derived through a descriptive survey research design with a stratified random sampling approach from 385 respondents. Regression analysis reveals that non-deceptive advertising significantly impacts customers' perception, retention, and loyalty towards an online loan application. In fact, the findings indicate that what is required in the digital credit landscape is truthful and transparent advertising to help build trust and ensure positive customer relationships.

Keywords: Non-misleading advertising, customer perception, customer retention, customer loyalty, online loan apps, Nigeria

Employee Well-being in the Digital Era - Balancing Technology and Human Interaction

Vijayalakshmi S and Ragland Thomas Gamaliel

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Abstract

Technology has transformed workplaces by enabling remote work, enhancing productivity and flexibility. This transformation supports economic growth (SDG 8) by allowing efficient and decentralized operations. Integration of technology has enhanced job satisfaction and work-life balance. However, constant connectivity and too much information can lead to digital burnout, which leads to becoming emotionally exhausted and this can have a negative effect on mental health and productivity of people. It has an inverse effect on employee's health and social connections, impacting overall well-being. Research shows that an overuse of technology can lead to anxiety, mental fatigue and reduction in employee performance and well-being. This article explores the effect of digital technology on employee well-being and proposes strategies to find a balance between technological efficiency and essential human interaction based on literature review.

Keywords: Employee Well-being, Human-Machine Interaction

Impact of Leadership Styles on Environmental, Social, and Governance (ESG) Performance-A Meta-Analysis Review

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Abstract

Multiple leadership philosophies like transformational leadership have great impacts on the environmental, social and corporate governance (ESG) performance of a company. Based on the findings, transformational leadership affects the organization's innovation and external social capital, thus enhancing SMEs' ESG performance. Additionally, it has also been seen that strong ESG performance reduces the occurrence of financial irregularity common in Chinese companies listed publicly, however, the level of shareholder attention also has a moderating effect. Also, the composition or capacity of the board does affect the ESG of the company, in that certain board compositions in certain institutional environments will portray high while others will portray low ESGs. These results demonstrate the significance of leadership styles in influencing ESG performance and the demand for an all-encompassing strategy in support of sustainable business practices. The proposed study is based on a meta-analysis review methodology by applying including and excluding criteria for the selection of research papers to be included in the study.

Keywords: Leadership Styles, Environmental, Social, and Governance (ESG), Meta-Analysis

Leadership Efficacy in Crisis Resolution: A Study with Reference to Charismatic and Empathetic Leadership Behaviour

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Abstract

During the turbulent times of crisis, it is necessary to have a competent leader to handle uncertain situations and facilitate recovery among employees of the organization. This paper explores the importance of efficient leadership in crisis management, and specifically focuses on the essential skills and attributes that successful executives should possess to, and specifically focuses on the essential skills and attributes that successful executives should possess to guide their teams through tough times. The analysis also includes guide their teams through aspects of leadership which involves issues such as how managers cope with stress, ambiguity, and uncertainty in building team resilience in the world of VUCA (volatility, uncertainty, complexity and ambiguity). It goes further into Interpersonal dynamics with emphasis on teamwork, empathy, communication fostering trust as well as preserving unity during crisis periods. Here, the researcher predominantly emphasised on how charismatic leadership style and empathetic leadership style influence their cognitive dissonance and generate feel and action towards managing a crisis situation. This paper also looks at strategic parts of leadership that are critical qualities, abilities and behaviours needed by leaders for navigating through complicated situations like decision-making under pressure; communication; transparency. Few words of compassion, understanding feeling and emotions of

others certainly minimize the level of uncertainty. The examination also considers various leadership styles used, communicative strategies employed and decision-making processes that take place during outcome for crisis resolution by focusing on Adaptability; building of teams/empowerment; as well as strategic agility. Further findings reveal that an internal cohesion, external stakeholder relationships, and effective messaging, showing empathy, addressing the concerns and acknowledging the issues are often considered to be the mechanism of managing the crisis situation.

Keywords: leadership, crisis, communication, decision making, empathy, efficacy

Employee Well-being in the Digital Era - Balancing Technology and Human Interaction

Vijayalakshmi S and Ragland Thomas Gamaliel

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Abstract

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The Generation Z Conundrum: Dissecting How Job Involvement and Supervisor Support Decipher Meaningful Work into Dwindling Quit Intentions

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Abstract

Generation Z's entry into the workforce spells a new era where organisations must attract and retain them for organisational sustainability. The study examines the relationship between Meaningful Work and Intention to Quit. This study also tests the mediating role of Job Involvement in the above relationship and Supervisor Support as a moderating variable. Quantitative data were collected using self-reported questionnaires from 476 Generation Z employees in the Indian Information Technology industry. Analysis used Baron and Kenny (1986) and bootstrap techniques (Hayes, 2009; Zha et al., 2010) to test the mediation effect. Moderated mediation was assessed using PROCESS macro for SPSS (Hayes, 2013). Results show that meaningful work is negatively correlated with intention to quit. Job Involvement significantly mediated the relationship between Meaningful Work to Intention to Quit, and Supervisor Support moderated the mediated pathway. The present study is among the pioneer studies focused on understanding the work

behaviour of Generation Z. Findings highlight the need to provide engaging and meaningful work to the employees. Managers must pay attention to changing expectations and posit the need for high supervisor support to retain Generation Z employees. Finally, limitations and future research were discussed.

Keywords: Generation Z, Meaningful Work, Moderated – Mediation, Job Involvement,

Supervisor Support, Intention to Quit.

Empowering a Greener Tomorrow: HRM for Environmental Sustainability - Conceptual Study

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Abstract

This study investigates the role of Green Human Resource Management (Green HRM) in promoting environmental sustainability within organizations. As global concerns about climate change and environmental degradation intensify, businesses are increasingly recognizing the need to implement sustainable practices across various functions. Green HRM practices, such as green hiring, training, compensation, and employee involvement, are crucial in aligning organizational goals with environmental sustainability. The study explores how these HR practices influence employee behavior, particularly in reducing waste and saving energy, ultimately leading to better environmental performance. Previous research has shown that organizations integrating Green HRM practices see improved sustainability outcomes. The methodology employed in this study involved a qualitative approach, where a selection of 50 relevant papers was analyzed to identify key themes and findings. After reviewing abstracts and results, 30 papers were selected for a detailed analysis. From these, 10 papers were finalized based on their Topics, key words and relevance to the study's objectives. Data collection involved reviewing academic articles, case studies, and reports that focus on the intersection of HRM and environmental sustainability. The research highlights that employee engagement plays a vital role in the success of Green HRM initiatives. Employees are more likely to participate in eco-friendly behaviors when their organizations provide proper training, rewards, and incentives tied to sustainability goals. However, the study also identifies challenges,

particularly in developing countries, where Green HRM practices are still emerging due to limited awareness, resources, and regulatory support. The study concludes that Green HRM is essential for fostering a culture of sustainability within organizations. Companies that successfully integrate Green HRM into their strategies can achieve long-term environmental benefits, higher employee engagement, and a stronger competitive position in the market. This research provides valuable insights for HR professionals seeking to implement or improve Green HRM practices in their organizations.

Keywords: Environmental Sustainability, Employee green behavior. Green HRM, Green involvement, Green compensation

The Path of Possibilities for Sustainable Working Model in Diamond Digital Ltd

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BITS Pilani, Hyderabad

Abstract

Case Situation and The Dilemma:

Diamond Digital (name changed) is a leading Information Technology Services organization, headquartered in India with global presence. Diamond Digital executes projects in onsite, offsite, and blended delivery models. The export revenues contribute more than 80% of the total. It has nearly 100000 employees out of which around 40% are women. Prior to Covid-19 pandemic, Diamond Digital operated in Work From Office (WFO) model. The onset of Covid-19 pandemic forced Diamond Digital to shift to almost 100% Work From Home (WFH) in early-to-mid 2020. It managed the massive organizational change tackling the twin challenges of service delivery as per commitments and protecting the safety of its employees. WFH model continued till the end of 2021. The employees were used to enjoying the flexibility and benefits offered by WFH. Though Diamond Digital had tangible benefits of WFH in the operational costs, it faced multiple challenges from WFH impacting its capability to deliver high quality solutions and its competitiveness in new bids.

Given these challenges and in line with industry trends, Diamond Digital switched to Hybrid Working Model (HWM) with 2 days WFO and 3 days WFH per week, beginning early 2022. Initially, it adopted a flexible approach in implementing HWM based on the project requirements. It also opened satellite offices in major cities across India. It organized extra-curricular and cultural activities to

attract them to come back to the office. There was increased socialization and team bonding among the employees in HWM compared to WFO. Back to office percentage share of employees had increased among males than in females. Females had more resistance to come back to office. During 2022, in HWM, though Diamond Digital encouraged the employees to WFO for 2 days in a week, it was not mandated. However, the situation changed since early 2023, where it was mandated through practices like explicit communication on the expectations, rosters to plan and implement the days of WFO, setting goals for organizational units to track compliance. There were consequences for the non-compliant employees in terms of cut in the salary to the tune of their non-compliance.

Since early 2022, Diamond Digital reported increase in attrition and it was more among women, as it asked the employees to return to office in HWM. The overall attrition increased to a little above 20% during FY2022-23 as compared to around 15% during FY2021-22. The higher attrition among women in FY2022-23 also impacted Diamond Digital's efforts to improve on gender diversity. The attrition of mid-level employees also increased during FY2022-23. Rising attrition also impacted the employer branding and ability to attract talent from the market. The average learning hours per employee had also dropped by 30%. This impacted the capability of the employees to stay relevant with new skills for future projects.

As part of evolving the go forward strategy for sustainable working model in Diamond Digital, Sanjay Shrivastava, CHRO, had called for a day-long workshop. The workshop invitees included the COO, CFO, heads of all the business delivery units and heads of all the business enabling units. The invitees have been asked to come up with innovative but practically implementable ideas which can help craft the sustainable working model strategy for Diamond Digital

balancing the preferences and requirements of clients, employees, and other stakeholders.

The pertinent questions for Diamond Digital to evolve the sustainable working model strategy are: Should Diamond Digital stabilize on the HWM with formal policies defined for the same or should it go back to fully WFO? In either case, what are the factors that influence the option?

Exploring the Role of Digital Skills in Strengthening Community Security Initiatives: Challenges and Potential Solutions

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Abstract

This paper discusses the role of digital skills in fostering community security initiatives, in terms of the opportunities provided by these skills, as well as the challenges they pose. Communities now have digital tools that were hitherto unimaginable for sharing information in real time, early risk detection, and proactive community policing. Other digital skills-for example, data literacy and web-based communication, and the use of mobile applications-enable quick reactions from individuals or groups for any potential security threat. In so doing, it fosters a culture of safety and vigilance. On the flip side, the integration of digital into community security faces some critical challenges: limited digital literacy, unequal access to technology, and concerns about data privacy. This paper identifies those barriers and suggests strategic solutions in overcoming them, emphasizing the importance of partnerships among government agencies, educational institutions, and community organizations. Therefore, equipping communities with needed digital skills and addressing existing obstacles, digital transformation can and should be one of the key issues that can help community security initiatives become more effective and sustainable.

Unlocking New Frontiers: AI-Enabled Innovation in Research, Teaching, And Community in Nigeria

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Abstract

This study explores the transformative potential of Artificial Intelligence (AI) in Nigeria's research, teaching, and community development sectors. Despite the global rise of AI as a tool for innovation, Nigeria faces significant challenges in its adoption, including infrastructural deficits, limited digital literacy, and ethical concerns. The study investigates how AI can be effectively integrated into these key areas, assessing its current usage, benefits, and obstacles. Specifically, the research addresses how AI can enhance research methodologies, improve personalized learning in education, and foster community-driven development initiatives. The study employs a systematic review methodology, to analyze the level of AI adoption, existing barriers, and potential solutions. Key findings highlight the disparities in technological resources between urban and rural institutions, the need for AI literacy among educators and researchers, and the ethical implications of AI deployment, particularly regarding data privacy and bias. The study concludes by proposing strategic recommendations for policymakers and stakeholders to overcome these challenges and harness AI for sustainable development. By unlocking AI's full

potential, Nigeria can bridge gaps in educational and research innovation, as well as strengthen community engagement, thereby positioning itself at the forefront of technological advancement.

Keywords: Artificial Intelligence, Nigeria, research innovation, personalized learning, community development, digital literacy, AI ethics.

Environment Related Factors as Predictors of Senior Secondary School Students' Achievement in Algebra in Ondo State, Nigeria

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Abstract

Algebra, an important aspect of Mathematics, serves as a tool for problem solving and critical thinking. Reports from West African Examination Council have shown that the learning outcomes of students' in algebra are poor particularly in Ondo State. Previous studies focused more on intervention with the use of effective teaching strategies and implementation in algebra rather than environment-related factors. Therefore, this study was carried out to investigate the influence of Environment-Related Factors (ErF) [Learning Environment (LE), Instructional Facility (IF), Classroom Discipline (CD) and Teacher-Student Relationship (TSR)] on senior secondary school students' achievement in algebra in Ondo State, Nigeria.

The Social Constructivist Learning Theory underpinned the study, while the mixed-method approach of the QUAN+qual research design was adopted. Using a multi-stage sampling procedure, Ondo State was stratified to three senatorial districts and two local government areas were randomly selected from each district of each local government area, five schools were randomly selected. Intact class of senior secondary school II participated in the study. The instruments used were Environment-Related Factors ($r=0.81$), Students' Mathematics Achievement Test ($r=0.79$). These were complemented by five sessions of in-depth interviews with 30 heads of mathematics departments. The quantitative data were analysed

using descriptive statistics, Pearson product moment correlation and multiple regressions at $p \leq 0.05$, while the qualitative data were analysed using thematic analysis.

Environment-related Factors had no significant relationship with achievement except CD ($r=0.20$) which had a relationship with students' achievement in algebra. Environment-related factors had significant joint contribution to students' achievement ($F(5; 1002)=3.07$; Adj. $R^2=0.01$); ($F(4; 1002)=3.83$; Adj. $R^2=0.09$) accounting for 1.0% and 9.0% of total variance respectively. The TSR and CD relatively contributed to achievement ($\beta=0.15$); ($\beta=0.28$); ($\beta=0.19$), respectively. Students' found inequalities, logical reasoning, quadratic equation, word problems and quadratic graph interpretation challenging, while teacher found these aspects abstract, lacking application and lacking instructional facilities.

Classroom discipline and teacher-student relationship predicted students' achievement in algebra, in Ondo State, Nigeria. These Environment-related factors should be considered during the teaching and learning of algebra.

Keywords: Environment-related Factors and Students' Achievement in Algebra.

Understanding Digital India to Digital Economy

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Abstract

The Digital India initiative, launched by the Government of India, aims to transform the country into a digitally empowered knowledge hub. Initiated by Honorable Prime Minister Sri Narendra Modi on July 1, 2015, this program is guided by three key objectives. These objectives focus on establishing comprehensive digital infrastructure for all citizens, ensuring that services and governance are available on demand, and empowering citizens through digital means. The overarching ambition of this initiative is to foster a digital economy in India, which will also contribute to sustainability efforts. By leveraging digital infrastructure, innovative technologies, and digital platforms, the initiative seeks to minimize carbon footprints. This paper explores how Digital India facilitates the transition to a digital economy and how this vision supports sustainability. Furthermore, it highlights the various opportunities and challenges the digital economy presents concerning sustainable development.

Keywords: sustainability, sustainable development, Digital India, financial inclusion, digital infrastructure, circular economy, digitalization