

Vivekananda Institute of Professional Studies - Technical Campus

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Scholarly Spotlight

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The Transformative Impact of AI on Media Consumption Patterns

Dr. Amit Channa, Dr. Ankit Sharma & Dr. Meenakshi Gandhi; Published in Journal of Xidian University [Scopus Indexed]

This research paper delves into the profound impact of artificial intelligence (AI) on media consumption patterns. With the rapid advancements in AI technologies, the media landscape has undergone significant transformations, altering how individuals engage with and consume various forms of media. This paper aims to provide a comprehensive analysis of the key ways in which AI has revolutionized media consumption patterns, exploring its influence on content discovery, personalized recommendations, user engagement, and media production. Through an examination of relevant case studies,

industry trends, and scholarly research, this paper highlights the benefits and challenges posed by AI in shaping media consumption behaviors. It also addresses ethical considerations associated with AI-powered media platforms, including concerns about privacy, bias, and the erosion of traditional media gatekeeping. By shedding light on the evolving dynamics between AI and media consumption, this research paper contributes to a deeper understanding of the digital revolution and its implications for individuals, media organizations, and society as a whole. Read more about it: <https://doi.org/10.5281/Zenodo.13734256>

Multidisciplinary Education for the Reconstruction of the Education System: A post-COVID Scenario Analysis

Dr. Insha Goel Vats; Published in Vivekananda Journal of Research [ISI Indexed]

When COVID-19 was declared a worldwide pandemic in March 2020, WHO Director-General Dr. Margaret Chan said, "This is not only a public health disaster; it is a problem that will touch every sector, thus every sector and every individual must be active in the fight." The COVID-19 outbreak was a medical disaster that had a tremendous influence on practically all aspects of life. Interstitial pneumonia and acute respiratory distress syndrome are the predominant respiratory symptoms of the coronavirus disease 2019 (COVID-19), an infectious disease brought on by the SARS-CoV-2 virus (ARDS). The main medical professionals dealing with

the acute phase of COVID-19 are infectious disease specialists, pneumologists, and intensive care specialists. The percentage of people who have survived the disease is growing, although there are now more than five million confirmed COVID-19 cases worldwide. The sites, nature, and severity of the harm produced by SARS-CoV-2 are currently being better defined by clinicians and pathologists. Although SARS-CoV-2 infection is more likely to affect the lungs initially, mounting data suggests that the virus can also infect other organs such as the heart, blood vessels, kidneys, gut, and brain. Read more about it: <https://9vom.in/journals/index.php/vips/article/view/322/258>

Statistical Methods Utilizing Structural Properties of Time-Evolving Networks for Event Detection

Dr. Monika Bansal; Published in *Data Mining and Knowledge Discovery* [SCIE Indexed]

With the advancement of technology, real-world networks have become vulnerable to many attacks such as cyber-crimes, terrorist attacks, and financial frauds. Accuracy and scalability are the two principal but contrary characteristics for algorithms detecting such attacks (or events) in these time-varying networks. However, existing approaches confirm to either of these two prerequisites. Hence, we propose two algorithms designated as GraphAnomaly and GraphAnomaly-CS, both satisfying these two requirements together. Given a stream of time-evolving real-world network edges, the proposed algorithms first extract the local structure of network graphs by identifying the relationship between egonets and their properties, and

then use this information in Chi-square statistics to discover (1) anomalous time-points at which many network nodes deviate from their normal behavior and (2) those nodes and features that majorly contribute to the change. The proposed algorithms are (a) accurate: upto 7 to 12% more accurate than state-of-the-art methods; (b) speedy: process millions of edges within a few minutes; (c) scalable: scale linearly with the number of edges and nodes in the network graph; (d) theoretically sound: providing theoretical guarantees on the false positive probability of algorithms; We show theoretically and experimentally that the proposed algorithms successfully detect anomalies in time-evolving edge streams. More information at: <https://link.springer.com/article/10.1007/s10618-024-01060-9>

A Comprehensive Review of Natural and Surfactant-Modified Zeolites and Their Applications

Dr. Mudita Nagpal; Published in *Letters in Applied NanoBio Science* [Scopus Indexed]

The present review provides an overview of the fundamentals and diverse applications of zeolites as reported in recent literature. Zeolites are crystalline microporous oxide materials with well-defined pores of molecular dimensions within their structure. Natural zeolites have garnered significant attention for their extensive environmental remediation and restoration applications. They are utilized as effective cation exchangers for removing pollutants from industrial wastewater and radioactive contaminants from nuclear power plant

waters. Additionally, zeolites exhibit capabilities in decomposing indoor air ozone and enhancing peroxide bleaching of thermal-mechanical pulp, contributing to air and water quality improvement efforts. The review also sheds light on biomedical applications that harness natural and synthetic zeolites, highlighting their potential in diverse medical contexts. Overall, this review encapsulates the multifaceted nature of zeolites and their significant contributions across environmental, industrial, and biomedical domains.

Poetry is Nearer to Vital Truth than History: A Critical Appraisal of "Anthropocene-Climate Change, Contagion, Consolation" to be Widely Incorporated in the Curriculum Across Indian Universities

Dr. Bhawna Vij Arora; Published in *Inclusive* [UGC Care List]

Poetry responds to the external, material world by problematizing it in ways that only a sensitive, congenial but sharply affectational relationship is established by way of being rattled and jolted. Plato popularly says, "Poetry is nearer to vital truth than history." This paper argues for a systematic inclusion of anthropocentric-inspired poetic text with a particular gaze on Sudeep Sen's groundbreaking work *Anthropocene: Climate Change, Contagion, Consolation* to be incorporated in the curriculum across disciplines and in literature, as a text of collective praxis of human community, in a bid to instill and strengthen eco-consciousness, so that the responses to the urgency of the environment are dealt holistically: before it worsens from absolute

to obsolete, or the environment dictates and threatens the existence of every living organism. Through a nuanced reading of the poetic utterances, the paper would further like to establish these pieces as ushering a state of hype-acute sentience by demonstrating its metaphors, diction, and other symbolic elements to be a fit subject for a damned and dystopian reality that the denizens are now pushed into. The main thrust of the paper would be to argue for a case of incorporating such a text that focuses on the calamitous realities of the anthropocentric era which has pushed and created a paradigmatic shift in the scholarly and creative imagination portraying the starkest, bare-bone human predicaments due to climate change.

New Era of Schooling: Dark Web of Social Media and its Impact on Private-Public School Students

Dr. Ridhima Sharma; Published in *International Journal of Management Practice* [Scopus Indexed]

Nowadays, due to the COVID-19 pandemic, students have been occupied in different and multiple things during their school hours. They have been utilising various devices like mobile phones, laptops, tabs and are using and operating social media on them during the time of learning and class hours. This paper also explores the moderating effect of the school and parents support with respect to the relationship with the stress, cyber-harassment and performance of a student. With the help of P-E fit

model, the study observed 264 public and private sector students of different schools and analysed the effect of variables on their performance. The study depicted a negative impact of cyber-harassment, stress due to technology and juggling of media during school hours on performance of a student. A moderation effect can be seen by parents and school support with respect to the negative relation betwixt performance and stress. Read more about it: <https://www.inderscience.com/info/inarticle.php?artid=140862>

Tapping generative AI capabilities: a study to examine continued intention to use ChatGPT in the travel planning

Dr. Nupur Arora, Dr. Parul Manchanda, Aanchal Aggarwal & Vanshika Maggo; Published in Asia Pacific Journal of Tourism Research [SSCI Listed, ABDC-A Indexed]

Generative AI has lately been established as a very effective tool impacting consumer decision-making. Thus, this study aims to evaluate the variables affecting the flow of controversial AI in travel and tourism. Despite the increasing interest in ChatGPT, little research has examined what factors influence the uptake of this novel AI tool and its implications in the travel planning industry. This work builds its conceptual model on UTAUT2 and PCI Theory and tests the antecedents of Flow which impacts

continuance intention to use ChatGPT in travel planning. An online survey was administered among 408 individuals in India. Of the factors of UTAUT2 and PCI, social influence, compatibility, and image do not impact the flow state significantly. Additionally, the study establishes the relationship between Flow and the continued intention to use ChatGPT for travel planning with "external influence" as a moderator. Read more at: <https://doi.org/10.1080/10941665.2024.2405134>

Swamping of IPO and Legal Protection of Investors : Some Insights

Dr. Avantika Raina; Published in The Banaras Law Journal [UGC Care List]

In the recent past, India's Securities Market has witnessed a vast number of initial public offers, popularly known as IPO. This development per se reflects India's growth story and the vibrancy of the Indian Capital Market. Probably investors have faith in the very working of the equity market, and their continuous interest would inevitably bring enough capital. However, the fact that the Securities and Exchange Board of India (SEBI) has been receiving several complaints regarding intermediaries is not a good sign for any securities market. Intermediaries are being found negligent while doing due diligence, especially while preparing a Red Herring Prospectus, valuation of the company, and maintaining documents and accounts. This has resulted in the over-valuation of the IPO, causing severe volatility in the price/volume of the scrip immediate after the same is listed on the stock exchange.



Domestic Judicial System And Rule Of Law: Does It Impact The Flows Of Foreign Investment In India?

Dr. Avinash Kumar; Published in The Banaras Law Journal [UGC Care List]

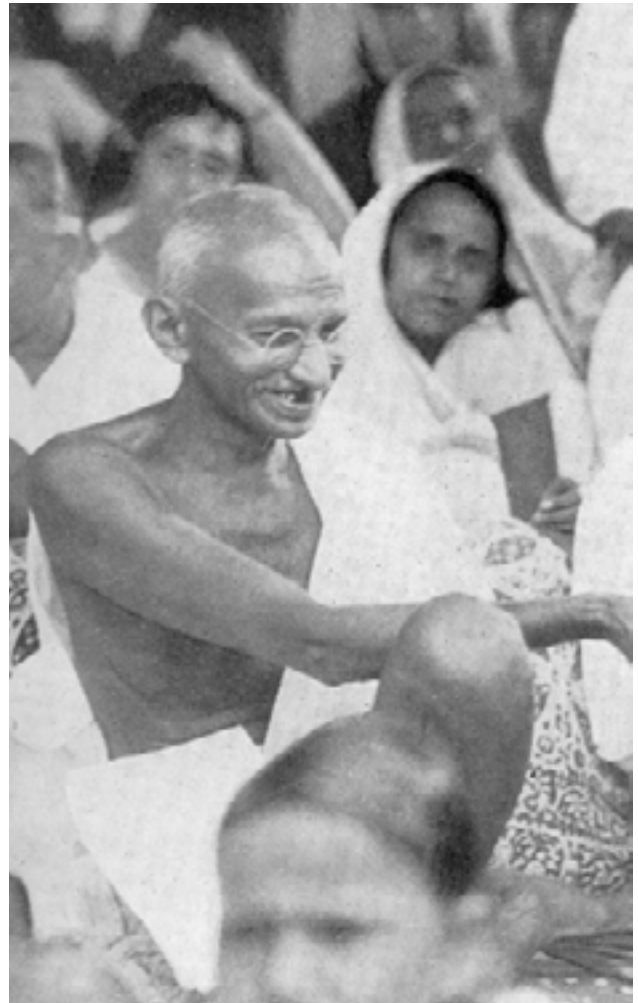
This article aims to analyze how effective national judicial system, together with the country's commitment to uphold the rule of law, influence the decisions of foreign investors to invest in a host country and provides an in-depth review of the interactions between national courts and international mechanisms for the settlement of investment disputes. Author

critically analyses the Indian National Judicial system and further highlights the instances where excessive interference in economic policies by the Indian judiciary caused investor concerns. The author after analyzing legal infrastructure, regulatory transparency and investor confidence in investing in India provides an insight about attractiveness of India as an investment destination.

Samajik Samrasta aur Gandhi : Harijan ke sandarbh mein ek Adhyayan

Dr. Sunil Kumar Mishra; Published in Sanchar Madhyam [UGC Care List]

सामाजिक समरसता भारतीय समाज का पुराण-तत्त्व है, यह वह तत्त्व है जो प्राचीन संस्कृतियों में से एक भारतीय संस्कृति एवं समाज को मजबूती प्रदान करता है | सामाजिक समरसता, सामाजिक समानता का आधार स्तम्भ है जो समाज के सभी इकाइयों के मध्य एकता स्थापित करता है | इसका मूलमंत्र समानता है जिसके बिना भारत के मूल स्वरूप की कल्पना नहीं की जा सकती है | रामराज्य की अवधारणा हो या अंत्योदय की परिकल्पना, दोनों ही सामाजिक वभिद का खंडन करती हैं | सनातन संस्कृति से पोषित रामराज्य हो या गाँधी का अन्त्योदय, दोनों ही सजीव समाज के लिए समानता के भाव को प्रमुख बताते हैं | महात्मा गाँधी की पत्रकारिता में 'दलित चिन्तन' केंद्र में देखा जा सकता है | उन्होंने अपनी पत्रकारीय जीवन में दलित विमर्श को जो दिशा प्रदान किया, उससे दलित उत्थान की दिशा में मदद मिली | 'हरिजन' में प्रकाशित लेखों के माध्यम से महात्मा गाँधी ने समाज में मौजूद भेदभाव एवं सामाजिक कुरीतियों पर लगातार प्रहार किया | उनकी पत्रकारिता में सामाजिक दृष्टि से हाशिये पर जीवनयापन को मजबूर दलित समाज की आवाज थी तो वहीं व्यवस्था परिवर्तन की आवश्यकता पर भी जोर था | उनकी पत्रकारिता में दलित चिन्तन केंद्र में था तो वहीं दलित विमर्श जैसे विषय को सामाजिक विमर्श में शामिल कराने का प्रयास भी था |



BOOKS

Environmental Dimensions

Law:

Contemporary

Editors: Prof. TV Subha Rao, Prof. Rashmi Salpekar & Dr. Avinash Kumar
Published by: VIPS-TC

Principles of Research Methodology

Author: Dr. Avantika Raina;
Published by Mittal Publication



Paradigm Shift: Multidisciplinary Research for a Changing World

Editor: Dr. Ankit Sharma;
Published by Infinity Publication



Conferences

A Pragmatic Data Analytics Driven Investigation for attaining SDG for Energy Conservation Globally

Paper Presented By Dr. Meenu Chopra, Dr. Cosmena Mahapatra, Dr. Ratan Sharma, At London Metropolitan University, London, UK,

An Intelligent Algorithm for 5G Mobile Network Connectivity with Efficient Handoff Management Technique in Dynamic Signal Environments

Paper Presented By Dr. Dimple Chawla, at International Conference on Artificial Intelligence and Networking, Delhi.

Book Chapters

Mitigating the risk of Natural Disasters: By way of Environmental Protection

Author: Dr. Ishna Goel Vats; Published in Environmental Law: Contemporary Dimensions

Software Packages for Media Professionals

Author: Mr. Abhinav Arohi; Published in Course 1.4 Media and Communication Technologies

Mediation as an effective mechanism for resolving Intellectual Property rights disputes: A Critical Analysis

Author: Ms Ankita Mittal; Published in Meditation as a technique of Alternative Dispute Resolution: An Overview

Analysis of Technological Advancements and Their Impact on Tourist Decision-Making

Author: Dr Ridhima Sharma; Published in Decoding Tourist Behavior in the Digital Era: Insights for Effective Marketing [Scopus Indexed]

Intellectual Property Rights safeguard in the Virtual World: Concerning TRIPS Agreement

Author(s): Dr. Sonia Jain & Ms. Lovleen Sharma; Published in Intellectual Property Rights and Competition Law in India

This book explores the relationship between intellectual property law and competition law, proposing a harmonious equilibrium in the dynamic landscape of evolving technology. It explores how intellectual property rights (IPR) can be effectively balanced with competition law considerations, offering insights into navigating the evolving intersection of legal frameworks in the realm of technology and innovation. In the rapidly evolving landscape of India's legal framework, the intersection of IPR and competition law has become a critical focal point. This book dissects

the regulatory landscape, offering a thorough analysis of India's competition law and its application in conjunction with patent, copyright, trademark, blockchain technologies, computer software, artificial intelligence, and more. Covering landmark legal decisions, precedents, and emerging trends that shape the balance between fostering innovation and preventing anticompetitive practices, the book also uses case studies involving WhatsApp Vs. CCI and Vidya Drolia case. Read more about it: <https://www.inderscienceonline.com/doi/abs/10.1504/IJMED.2023.132679?af=R>

Understanding Connections: Ecowomanism in the Bluest Eye

Author: Dr. Anshu Gagaj & Dr Barnali Saha; Published in *Critical Coalitions: Literary Aesthetics and Beyond*

Step into a thought-provoking world to explore the dynamic interplay of literary aesthetics and some of the key contemporary themes of postcoloniality, posthumanism, the female body, gendered geographies, myth and new media, cinema, and literature. While the first three sections of the book foster a dialogue amongst scholars and practitioners to examine how literature engages with and shapes our understanding

of these multifaceted themes, the next two extend the discussion through no-holds-barred interviews and poignant poetry-contributions that add depth and texture, offering fresh perspectives on culture, identity, and representation. With each turn of the page, discover the transformative power of literature in today's globalized landscape. Read more about it: <https://www.inderscienceonline.com/doi/abs/10.1504/IJMED.2023.132679?af=R>

Shaping Future Trends Metaverse as Experiential Marketing for Gen Z

Author: Dr. Poonam Khurana; Published in *Optimizing Virtual Reality and Metaverse for Remote Work and Virtual Team Collaboration [Scopus Indexed]*

Leveraging virtual reality (VR) and the metaverse for remote working and virtual team collaboration presents innovative opportunities to create immersive, interconnected digital environments where remote teams can collaborate, communicate, and work together effectively. VR platforms within the metaverse offer advanced communication and collaboration tools, enabling natural and intuitive interactions among remote team members. By leveraging the capabilities of VR and the metaverse, organizations can create

dynamic, immersive, and interconnected virtual work environments that transcend traditional boundaries, enabling remote teams to collaborate effectively, innovate creatively, and thrive in the digital age. *Optimizing Virtual Reality and Metaverse for Remote Work and Virtual Team Collaboration* provides deep insights into the role and applications of VR and metaverse in effective remote working and virtual team collaboration. Read more about it: <https://www.igi-global.com/gateway/chapter/356805>

Sustainable Tourism: A roadmap for the 2030 Sustainable Development Agenda

Dr. Jatin Vaid; Published in *Emerald Publishing Limited [UGC Care List]*

Purpose: Seventeen (17) Sustainable Development Goals (SDGs) are included in the UN's 2030 agenda of sustainable development that aims to provide a shared blueprint for sustainability and call for urgent action by all member countries.

The study aims to study the role of tourism in delivering sustainable solutions for the planet. **Research Methodology:** The present chapter compiles available studies on sustainable tourism and critically analyses sustainability principles and their relevance to SDGs.

Patents

S.NO.	Faculty Name	Year of Patent	Details	Department
1.	Dr. Shivanka	2024	Interactive Educational Feedback Compact Device for Real-time Student Engagement	VSE&T
2.	Dr. Shivanka	2024	AI Based battery management system for Electric Vehicle	VSE&T
3.	Dr. Dheeraj Malhotra	2024	AI based Physiotherapy Bed	VSIT

**"It is a capital mistake to theorize before one has data."
– Arthur Conan Doyle**

Call for Papers

Vivekananda Journal of Research invites submissions for the upcoming issue of July-Dec 2024. As a journal in the field of Social Sciences, we are seeking high-quality, original research that advances the understanding of issues happening in society. Submissions may include original research articles, critical reviews,

theoretical contributions, or case studies. All submissions will undergo a double-blind peer review process to ensure high-quality publications. VJR is indexed in several prominent databases, including ISI, Google Scholar, WorldCat, Crossref, EZB, Lockss, and Clockss.

Submission Guidelines:

- ▶ Manuscripts should be between 5000 and 8000 words.
- ▶ VJR follows APA 6th edition guidelines.
- ▶ Please submit your paper through our online submission system by and before November 20, 2024.
- ▶ Authors will be notified of acceptance decisions by December 5, 2024