

# SCHOLARLY SPOTLIGHT

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## Journal Publications

# Impact of Emotional Well-being on Job Performance: A Study Based on Service Sector Professionals

**Dr. Poonam Khurana; Published in Ramanujan International Journal of Business and Research [UGC Care Listed]**

**T**his study aims to review the diversified and extant literature on sustainable finance and the performance of financial institutions using the Bibliometric and Theories, Contexts, Characteristics, and Methodologies (TCCM) framework by selecting quality papers from the Scopus and Web of Science databases. The study shows that sustainable financing and financial institutions' performance is an emerging field of study, gaining momentum in emerging economies. The study presents top authors and journals,

most productive countries, co-occurrence of keywords, and co-citation network by conducting bibliometric analysis.





**T**he study investigates major theories, methodologies, and independent and dependent variables used by the studies disclosure, and sound management practices enhance financial institutions' sustainable performance. The study will be a helpful yardstick for financial institutions' policymakers, regulators, and executives

in their institutions' policymaking, regulation, and efficient operations. The study will motivate a business person to follow sustainable practices in their business. Besides, the study will be useful for the researcher and academicians in identifying future research discourse. More information at: <https://rijbr.in/1/article/view/1376/version/1376>



## Unleashing Green Beauty Crusade: Role of Influencer Relational Characteristics, Product Perceptions and Warm Glow

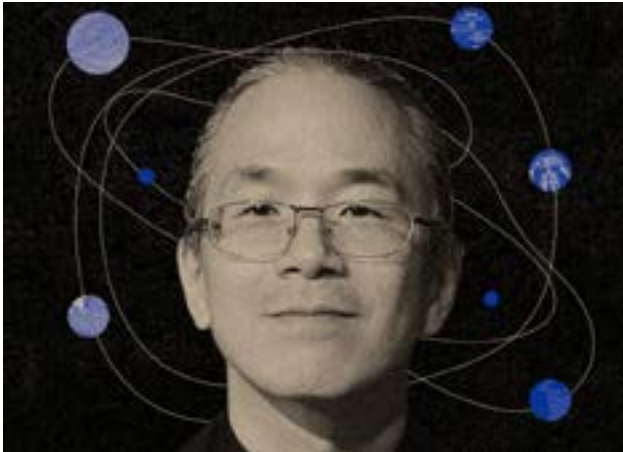
**Dr. Ruchika Sharma; Published in Journal of Electronic Commerce Research [Scopus Indexed, UGC Care Listed, SSCI Indexed]**

**I**nfluencer marketing has become a strategic imperative for brand building. Nevertheless, marketers need a comprehensive understanding of the full extent of its scope and effectiveness. This study analyses the strategic role of influencer marketing in driving brand advocacy and intention to purchase green cosmetic products. This study is novel as it explores brand advocacy and purchase intentions from the perspective of influencers characteristics and perceived safety and efficacy of green cosmetic products while considering the moderating effect of warm glow. Data were collected from 504 participants using a purposive sampling technique over a period of three months. SEM followed by moderation analysis was used to analyze the data. Findings reveal that influencer-product

congruence and influencer credibility influence perceived safety, whereas influencer credibility and parasocial interaction significantly influence the perceived efficacy of the product. Consequently, both perceived safety and efficacy of the product influence brand advocacy, which, in turn, influences the customers' purchase intentions towards green cosmetic products. Our results further corroborate that warm glow significantly moderates the effect of perceived safety on brand advocacy as well as the effect of brand advocacy on intention to purchase. However, warm glow does not moderate the relationship between product efficacy and brand advocacy. More information at: [http://www.jecr.org/sites/default/files/2024vol25no4\\_Paper1.pdf](http://www.jecr.org/sites/default/files/2024vol25no4_Paper1.pdf)

# Stoicism, Temporality, and Utopia in Ted Chiang's "The Merchant and the Alchemist Gate" as Philosophical Science Fiction

Dr Jasmine Sharma; Published in IIS University Journal of Arts [UGC Care Listed]



**T**he article examines Ted Chiang's novelette, "The Merchant and the Alchemist Gate" (2007) as a philosophical manifesto of stoic wisdom. It argues that postmodern science fiction is a fitting genre to interrogate faith in human reality amid temporal crisis. The author coalesces three absorbing parables presenting a fictional account of Kip Thorne's defense of the theoretical existence of a time portal and its adherence to Einstein's theory of Relativity. Each parable delivers an insightful response to

the learning quotient of the characters who oscillate through the time travel Gate of Years. The article investigates the stoic principles of fate, virtue, realization, and acceptance while past, present, and future blend together. To begin with, it addresses the relevance of stoicism interweaved within Chiang's fictional fabric, and how it helps the characters towards accepting their destiny. Next, the article employs the scientific theories of "block universe" and "closed time curve" to interpret the metaphysics behind time travel parables within the novelette. Finally, it delineates the utopian (to use Atwood's term) dimension running through the text and its link with the concept of "eternal return" within the philosophical dynamic. This subsequently contributes to developing the ontological acumen of the central protagonist while responding to the ethical dilemma that he encounters throughout his time-shift journey. More information at: <https://iisjoa.org/sites/default/files/iisjoa/October%202024/6th%20Paper.pdf>

## A Wide Range Duty-Cycle PWM Generator Using Oxide-TFTs on a Flexible Substrate

Dr. Nishita Wadhwa; Published in International Journal of Circuit Theory and Application [Scopus Indexed, UGC Care Listed, SCI Indexed]

**T**his work presents an experimental characterization of a novel clocked regenerative comparator with oxide TFT ( $\alpha$ -IGZO) technology on a flexible substrate. The circuit functionality is demonstrated as a wide range duty-cycle PWM signal generator with a triangular input signal. The regenerative latch in the comparator is implemented with diode-load-based inverters. The proposed circuit has shown a linear variation in the duty-cycle from 12% to 84%, when the reference

voltage ( $V_{ref}$ ) is varied from 0.5 to 3.3 V, respectively, in the clocked comparator. Further, a reliable operation is observed up to an input signal frequency of 2 kHz at a supply voltage of 4 V, with a power dissipation of 20  $\mu$ W. This circuit would find potential applications in wearable biomedical and neuromorphic computational systems. More information at: <https://onlinelibrary.wiley.com/doi/10.1002/cta.4390>



## "Lost in the Labyrinth: Locating the 'Mad Woman in the Attic' in Bhool Bhulaiyaa 2"

Dr. Anshu Gagal & Dr Barnali Saha ; Published in IIS Univ.J.A. [UGC Care Listed]

In classic representation of madness in literature, the figure of the mad woman as an unruly element in the smooth functioning of patriarchal society find frequent representation. Works like Charlotte Perkins Gilman's "Yellow Wallpaper," Shirley Jackson's *We Have Always Lived in the Castle*, *The Haunting of Hill House*, Charlotte Bronte's *Jane Eyre* and many others, inspired by actual treatment of women in general and women labelled as mad (literal or metaphorical), address the patriarchal tendency of transmogrifying women who suffer from mental illnesses such as schizophrenia, bipolar disorder, postpartum depression, etc. With no attempt at understanding the state of their mental health, women in these texts are consistently labelled as "mad" and are marginalized, not only on a metaphorical

level, but also literally, by being assigned spots in remote corners of their homes, in an attic, in a corner room or in some out of the way place. As such, literally dwelling in the nether region of the house and society, the mad woman is neglected and forgotten that is until she makes her presence felt through some action or the other, which creates a stir. The eradication of the boundary between the somatic and the spiritual, the desperate masculine need to eliminate a woman's agency, the question of power remain unproblematic in the film in an attempt to celebrate the male gaze that refuses to acknowledge the madness of the scheme altogether. Read more about it: <https://iisjoa.org/sites/default/files/iisjoa/October%202024/29th%20Paper.pdf>



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# Unveiling Media Students Interaction with Chat GPT in Delhi NCR

Dr. Sumedha Dhasmana & Dr. Rishabh Mookherjee; Published in Journal of the K.R. Cama Oriental Institute [UGC Care Listed]

**T**his study on the interaction of media students with ChatGPT is conducted with the help of a questionnaire filled by 316 respondents who are in the age group of 18-24 years. Uses and Gratifications theory forms the theoretical basis of the research, it provides an understanding of satisfaction level of mediastudents by examining the difference



between gratifications sought and gratifications obtained. It is highlighted that use of ChatGPT is very popular among media students of Delhi NCR, however on the same hand, majority of students believe that ChatGPT possess limited knowledge on current issues and that the platform has provided them with inaccurate responses at one instance or the other.

<http://bvicam.in/INDIACom/news/ViksitBharat2024Proceedings/papers/5.pdf>

## IoT Based Tracking System for Alzheimer Patients

Dr. Mamta Madan, Dr. Vani Nijhawan & Ms. Rameet Singh; Published in Imperial Economics Letters [ABDC Listed]

**I**n today's technological world, Information Technology has become the backbone of all businesses. Machine learning, Artificial Intelligence and Internet of Things have been put in application in the daily utility devices. This work is about an attempt made to design a wearable tracking device for patients suffering from Alzheimer and dementia. The Band consists of global positioning system, an Organic Light Emitting Diodes Screen SOS button, and a haptic feedback system. The GPS provides the real-time location of the patient to a connect mobile app. The device supports two-way communication as if patient's loved ones want to contact the patient, they can do so by sending the message through the app and if the patient wants to contact loved

one she can press the SOS button to send message to the app. The device and the app communicate through firebase over the internet. More Information at: <https://zenodo.org/records/14245951>



# Heritage in Making: Journey of the establishment of largest museum in Haryana

Dr. Aditi Mann; Published in *Heritage: Journal of Multidisciplinary Studies in Archaeology* [UGC Care Listed]

**C**ultural heritage and its protection has always been perceived as matter which is confined within the domain of state and law. Historical artefacts in the form of coins, sculptures, monuments, manuscripts, etc., are considered to be essential elements that represents a clue to the social structure and the cultural advancement of a region. Preserving these historical antiquities comes as a fundamental duty of every citizen of the nation. This paper intends to look beyond the state practices of preservation and attempts to understand the tradition of protecting the historical legacy beyond the ambit of institutionalised structures. The work will be based on the extensive study



of the biography of a freedom fighter, a teacher, an antiquarian and a curator, with special emphasis on narratives of his journey in setting up one of the biggest museums in northern part of Indian subcontinent. The second part would deal with the concept and relevance of 'antiquarianism' in present times in protecting the historical artefacts.



Zora Neale Hurston

*Research is formalized curiosity. It is poking and prying with a pupose.*



## Conferences



### **The Determinant of Health: What should we care about?**

Paper Presented by Dr. Sachin Gupta, at 28th Annual  
Conference of the Indian Political Economy Association, IIT  
Roorkee



### **Modeling Sustainable Tourism in Hotels: A Stakeholder's Perspective**

Paper Presented by Dr. Jatin Vaid, at Doctoral and early career  
Academics Colloquium and Conference, MDI Gurgaon



### **Ensuring Environmental Justice amidst the Global Biodiversity Crisis: Legal and Ethical Challenges**

Paper Presented by Dr. Ishna Goel Vats at International  
Conference on Infrastructure, Sustainable Development &  
Alternate Dispute Resolution



## Book Chapters

### Artificial Intelligence and Visual Media: A New Era of Eco-Friendly Content Creation Through Blue-Green Infrastructure

Author: Dr. Amit Channa & Ankit Sharma; Published by IGI Global

**T**his chapter explores the transformative impact of artificial intelligence (AI) on visual media, specifically in the context of eco-friendly content creation through blue-green infrastructure. As the media industry faces increasing scrutiny regarding its environmental footprint, integrating sustainable practices has become imperative. This chapter delves into how AI technologies can enhance visual media production while minimizing resource consumption and waste. By leveraging blue-green infrastructure—an approach that combines ecological principles with urban planning—content creators can develop innovative solutions that not only engage audiences but also promote sustainability. Read more about it: <https://www.igi-global.com/gateway/chapter/364194>



### Fundamentals of Semiconductor and Future Aspects

Author: Dr. Nishitha Kansal; Published by IGI Global

**T**his chapter provides a comprehensive overview of the fundamental principles of semiconductor devices, focusing on their physical properties, operational mechanisms, and the diverse range of applications they support. Key topics include the behaviour of charge carriers in semiconductor materials, the formation and characteristics of p-n junctions, and the operational principles of key devices FETs, CMOS and HEMTs. HEMTs have become a cornerstone in modern electronics due to their superior performance characteristics, including high electron mobility, low noise, and high gain. This chapter delves into the fundamental principles of HEMTs, exploring their unique heterostructure design that leverages materials such as GaAs and AlGaAs to create a high-speed, low-noise transistor. Read more about it: <https://www.igi-global.com/chapter/fundamentals-of-semiconductor-and-future-aspects/360868>

## Book Publications

# E-Commerce and HTML Coding - A Practical Approach

**Authors: Ms Ashima Bhatnagar Bhatia, Dr Kirti Dhingra & Ms Radhika Mahajan; Published by JSR Publishing House LLP**

**E**-commerce and HTML Coding- A Practical Approach" is an in-depth guide designed to help aspiring entrepreneurs and established business owners navigate the complexities of the e-commerce landscape. This book provides actionable insights, practical tips, and strategic advice to build, launch, and grow a successful online business. "E-commerce and HTML Coding- A Practical Approach" is your ultimate guide to building a profitable online business, packed with the essential knowledge, strategies, and tools needed to achieve e-commerce success. This book provides multiple examples and previous year question papers of GGSIPU for students to be able to practice and gain in-depth understanding of concepts with hands on experience in building an e-commerce website.





## Patents

S.NO.	Faculty Name	Year of Patent	Details	Department
1.	Dr Amit Channa Dr Meenakshi Gandhi Dr Vaishali Billa Dr Ankit Sharma	2024	AI based robotic device for human resource management	VSJMC VSBS VSJMC VSJMC
2.	Dr Mamta Madan	2024	Smart weather Monitoring and Predicting Device	VSIT