

# SCHOLARLY SPOTLIGHT

VOLUME 02, ISSUE 03

March 1, 2025

*Monthly Newsletter of VRC for Recognition of Research*





## INSIDE THE ISSUE

PAGE 5

**OSE-WQI: An Optimized Stacked Ensemble Classifier to aid Water Quality Assessment**

PAGE 7

**Will I virtually try and buy? - exploring the adoption of virtual fitting rooms through the lens of...**

PAGE 9

**Public Interest Litigation on Food Security and The Right To Livelihood**

## Journal Publications

# Navigating Impact: A Systematic Review of Social Entrepreneurship's Journey towards Sustainable Development

Dr. Kritika; Published in International Journal of Organizational Analysis [ABDC, UGC Care Listed, Scopus, ESCI Indexed]

**S**ocial Entrepreneurship is rapidly gaining momentum in a fast-changing business landscape, where technology and innovation often dominate. Seanor and Meaton (2007) state that a social enterprise has a strong social mission at the heart of its business existence and the objective of making profits to sustain its operations is secondary. Social Entrepreneurs acts as a catalysts that bring social change through entrepreneurial means to provide structured solutions to social issues (Partzsch and Ziegler, 2011). The primary

differentiating factor between traditional and social entrepreneurship is that the primary motive of social entrepreneurship is to create social value rather than just monetary benefits (Bedi and Yadav, 2019; Pless, 2012; Santos, 2012; Mair et al., 2011). Social entrepreneurship plays a key role in acknowledging and addressing atleast one of the 17 Sustainable Developmental Goals (SDGs) focused on societal issues (Partzsch and Ziegler, 2011). More Information at: <https://www.emerald.com/insight/content/doi/10.1108/IJOA-08-2024-4783/full/html>

# Green Marketing: A Study of Communicative Practices Adopted by Indian Companies and Awareness Level among Youth

Dr Baninder Rahi; Published in International Journal of Communication Development [Peer Reviewed]

**D**iscourses regarding environmental issues, including sustainability, started in the 70s. Eventually, environmental concerns became part of many brands' and companies' business plans and communicative strategies. Companies & brands aim to reduce carbon emissions and foster sustainable initiatives and policies. It led to many brands and companies adopting sustainable practices; one such practice is Green Marketing. Paettie and Charter(1994)definedGreenMarketingasa "holistic management process responsible for identifying, anticipating and satisfying the needs of customers and society, in a profitable and sustainable way". This study is two-step in nature and involves a mixed-method approach. Firstly, using a systematic random sampling technique, researchers selected six Indian companies: Reliance, HDFC, TCS, LIC, Bharti Airtel and Hindustan Unilever. Secondly, the researchers studied the youth's awareness level of Green Marketing. Content analysis and survey methods were used to analyse the website of the selected companies and



a survey was conducted to study the awareness level of sample units. Content analysis revealed that out of six, four selected companies are actively publishing their annual sustainability reports, and content published by these companies is static. The survey found that out of 100 respondents, 49% were aware and well-versed with the concept of green marketing, while 51% were unaware. More information at: [https://communicationijcd.com/wp-content/uploads/2025/01/IJCD-July-December-2024\\_compressed-1.pdf](https://communicationijcd.com/wp-content/uploads/2025/01/IJCD-July-December-2024_compressed-1.pdf)

## The Economics of Digital Platforms and Marketplaces

Ms Ekta Garg; Published in Vivekananda Journal of Research [Peer Reviewed]

**T**his paper ventures into the digital economics of leading providers and examines how they design their business models and pricing frameworks and the network effect that governs their size. In particular, two-sided markets are of interest, in which platforms cater to two independent customer groups, generally buyers and sellers. By their very existence, such platforms present a challenge

in analyzing the effects of changes in supply and demand. Furthermore, the document scrutinizes the regulation and antitrust of such states, arguing that the presented law may not be effective for this new business model. Finally, a few case studies are presented to showcase how such companies have reshaped their respective industries in the 21st century. More information at: <https://9vom.in/journals/index.php/vips/article/view/364>



## **Inevitability of Classification and Uncertainty of Telos in Distributive Justice: An Illustration from Olympics 2024**

Dr Shyam K kaushik; Published in Vivekananda Journal of Research [Peer Reviewed]

**W**hile a lot of material is produced on the idea of justice advancing various versions of the same, there is an aspect of justice that is relatively ignored. That aspect is the classification of people. In this paper the author has argued that a debate on justice necessarily demands a debate on the classification of people who are the recipients of justice. At the heart of the problem of justice lies the problem of classification of people. The classification may be reasonably done if there is an agreement on the purpose of

the things that are up for distribution or on the purpose of the institution within which the distribution is supposed to take place. However such agreement is not easy to come by. The aim of the author in this paper is not to provide any concrete formula for classification, but only to highlight, taking an example from sports, that classification is necessary and difficult at the same time. There is a need for a deeper and wider debate on what various things that we prize actually mean to us. More Information at: <https://9vom.in/journals/index.php/vips/article/view/372>

## **"I found my Guru": Mirabai's Neo-Feminist Approach to Enlightenment**

Dr Jasmine Sharma; Published in Vivekananda Journal of Research [Peer Reviewed]

**M**irabai as a figure in medieval Indian culture is trailblazing due to the poet's personal life choices which stood in opposition to her immediate society. Yet, her poetry and methodology as a mystic features hyperfeminine imagery that alludes to Indian classical femme from

literature, myth, or folklore. This choice emerges contrary to her persona as the depiction of gender in classical literatures produced during archaic times feature non-antagonistic characters, and ideals that follow moral codes of conduct while exercising their righteousness. Even though these moral codes are inherently flawed &

politically incorrect from the standards of contemporary times, their portrayal engender vibrant shades of celebration and acceptance in classical medieval literatures. This article examines the poet's choice to use the social construct (which is not intrinsic) to her advantage as a Bhakti poet, and achieve a neo-feminist enlightenment. Neo-feminism as an epistemology problematizes the assumed inferiority of feminine sensibility to

masculine superiority, while also disregarding the characteristics of this sensibility which are designed to oppress women and serve patriarchy as a system. Despite neo-feminism as a movement is associated with Western feminism, this article aims to establish the Bhakti movement poet, Mirabai as a neo-feminist. More information at: <https://9vom.in/journals/index.php/vips/article/view/352>

## OSE-WQI: An Optimized Stacked Ensemble Classifier to aid Water Quality Assessment



Dr Sakshi Khullar & Dr Yogita Thareja; Published in Water Resources Management [UGC Care Listed, Scopus, SCIE Indexed]

**W**ater is an essential resource for human life. Safe and pure water is an important component of the ecosystem. Freshwater covers about 2.5% of the earth's surface, and only 1% of it is usable. River water has a significant proportion of freshwater which is used for various purposes. However, excessive exploitation and inappropriate use of water resources have led to water pollution. The degraded water quality can cause transmission of diseases and it cannot be used for drinking, agricultural and industrial use. Analyzing the water quality has become one of the prime aspects of water management and monitoring. In this work, machine learning techniques are adopted to automate the process of water quality assessment. The complete process is divided into two stages. In the first stage correlation among water parameters is identified and water

quality factors are forecasted. During this process, the regression method is applied to forecast the missing water quality parameters. These forecasted parameters along with the original parameters are then used to formulate a Water Quality Index (WQI) which is further used to categorize the water quality using a stacked ensemble classification approach. The proposed approach is implemented on Yamuna River's data collected from various sampling locations in the Delhi region. The experimental analysis shows that the Root Mean Square Error (RMSE) and Mean Absolute Percentage Error (MAPE) for predicting Biological Oxygen Demand (BOD) and Chemical Oxygen Demand (COD) are 0.4132, 0.1707, and 0.5134, 6.0588 respectively. Read more about it: <https://link.springer.com/article/10.1007/s11269-024-04042-0>

# Generative AI in Business transformation: The role of AI in operational efficiency, innovation and ethical implications

Ms Priyanka Gupta & Dr Ramanpreet singh; Published in JIMS8M - The Journal of Indian Management & Strategy [UGC Care Listed, ESCI Indexed]

**T**he rapid advancement of technologies related to artificial intelligence (AI) has reshaped the spectrum of business operations, enabling unprecedented levels of automation, innovation, and customer engagement. Among these innovations, generative AI tools like ChatGPT have garnered significant attention for their versatility and transformative potential. ChatGPT, developed by OpenAI, exemplifies the application of natural language processing (NLP) powered by the transformer architecture, a breakthrough in AI research introduced by Vaswani et al. (2017). AI's ability to generate appropriate text which is coherent, and contextual has made it a valuable asset for businesses seeking to enhance productivity and adapt to a dynamic market environment. Generative AI's significance extends beyond

technical innovation to its impact on digital transformation across industries. Studies by Brynjolfsson et al. (2018) highlight the role of AI in complementing human capabilities, enhancing decision-making, and creating value through automation and personalization. Read More about it at: [https://www.jimsindia.org/8M\\_journal.aspx](https://www.jimsindia.org/8M_journal.aspx)



## Security in Times of Insecurity: A Study on Food Security among Economically Weaker Section Households of Delhi, India

Ms Shubhangi Singhal; Published in Vivekananda Journal of Research [Peer Reviewed]

**T**he pandemic affected all sections of society across caste, class, region, and state, but needless to say, it disproportionately affected the poor, daily wage workers, migrant workers, and small and marginal workers. The targeted provision of food and cash was the greatest need of the hour to minimize the pain and agony of the desperate people of the country. This study aims to evaluate the impact of food security on the livelihoods of Delhi's

EWS households during these insecure times. Simultaneously the paper also focuses on cash assistance extended by the Government and NGOs during COVID-19 and its impact on the lives of the people of Delhi. The purpose of the study is to evaluate the efficacy of the government's distributive policy in handling the unprecedented health-led food and financial crisis. The present study will be a great addition to the policy formulation and implementation process.

**T**he academia, faculty, and scholars are surely going to get a deeper understanding of the after-effects of the pandemic on the livelihood of the people of Delhi and the efforts of the Government to address the grim situation. More information at: <https://9vom.in/journals/index.php/vips/article/view/367>



## Will I virtually try and buy? – exploring the adoption of virtual fitting rooms through the lens of perceived value, risk, and consumer characteristics

Dr Aashu Aggarwal; Published in *The International Review of Retail, Distribution and Consumer Research* [Scopus Indexed, ABDC-B Listed]

**D**espite the potential of Virtual Fitting Rooms in overcoming the difficulties of online shopping, online retailers are grappling to expedite their widespread adoption. By integrating the technology acceptance model and perceived risk theory, this study validates a comprehensive framework to examine the impact of perceived value and perceived risk on their adoption.

A cross-sectional survey-based research design was adopted using structural equation modelling and process macro. The results reflect that while perceived value positively impacts consumers' behavioural intention to use VFRs, perceived risk exhibited an inverse relationship with the consumers' behavioural intention to use VFRs. Also, the results confirm consumers'

behavioural intention to use the VFRs exerted a significant impact on VFRs adoption. Additionally, it was found that while consumer self-confidence moderates the relationship between perceived value, perceived risk and consumer behavioural intention, consumer innovativeness has no moderation effect on the relationship between perceived value, perceived risk and consumer



behavioural intention to use VFRs. This study provides novel insights to online retailers and web designers to design appropriate strategies to integrate VFRs into their systems and enhance consumers' shopping experience. More Information at: <https://www.tandfonline.com/doi/full/10.1080/09593969.2024.2449253>

---

# Women and Intellectual Property Rights: An Examination of Implementation of Laws, Schemes and Business in India

Ms Varsha Dogra; Published in Bihar Journal of Public Administration [UGC Care Listed]

**W**omen are excelling in almost every walk of life and in some cases, they perform better than their male counterparts. They are also doing well in the area of research and innovations. But their share in owning intellectual property rights, though meagerly increased, amounts to only 17 percent. There have been efforts to ensure their share in intellectual property both at international and national levels through international bodies, national laws and programmes. But the irony is that their research and innovations are being inadequately awarded, particularly

in commercial world. Under the influence of this assumption, the present paper examines the implementation of laws, schemes and programmes aimed at ensure Intellectual property rights in favour of women in India, attitude of IPR granting institutions and weaknesses on the part of women inventors. The paper is primarily based on secondary sources of data collection, however, the concerned offices were visited by the author for empirical information. Read more about it at: [http://www.iipabiharbranch.org/upload/BJPA%20Vol.%20XXI%20No%202\(S\).pdf](http://www.iipabiharbranch.org/upload/BJPA%20Vol.%20XXI%20No%202(S).pdf)

## Imperial Obstacles in the Carhart Model- Insights from the Fama-Macbeth Analysis of Nifty 50 for the Period April 2008 - June 2023

Dr Sant Kumar; Published in Journal of Commerce and Business Studies [UGC Care Listed]

**T**his research paper is an attempt to find the empirical challenges before the Carhart model which is the expansion of the Fama-French Three-Factor (FF3F) model which is itself an expansion of the Capital Asset Pricing Model (CAPM). The recent economic events, such as demonetization, GST implementation, and the COVID-19 pandemic, have impacted the Indian economy significantly. This study explores whether the Carhart model remains effective in this altered economic landscape, filling a gap in asset pricing literature specific to emerging markets like India. The study, further, aims to compare the model with the empirical power of other two well-known models i.e., FF3F model and the CAPM. The Carhart model

has been empirically tested with reference to the stock portfolios constituted from the Nifty fifty data over the period April 2008 to June 2023 using the Fama-MacBeth regression. The findings of the paper show that the model is not empirically supported by the data suggesting the potential limitations of the same to explain asset returns in Indian context. It is found that neither of the three models is empirically supported, however, in relative terms, FF3F shows a relatively better explanatory power explaining the average returns. Read more about it at: [https://journal.commerce.du.ac.in/Documents/past\\_issues/JCBS%20Volume%2011%20Issue%202%20\(June-Dec\)%202024.pdf](https://journal.commerce.du.ac.in/Documents/past_issues/JCBS%20Volume%2011%20Issue%202%20(June-Dec)%202024.pdf)



## Conferences



### **Public Interest Litigation on Food Security and The Right To Livelihood**

Paper Presented by Dr Insha Goel Vats, at International Conference on Sustainable Business Management Innovation and Technology (SBMIT 2025)



### **The rise of green finance in India: How public and private banks are leading the way**

Paper Presented by Ms Priyanka Gupta & Dr Megha aggarwal, at Aligning sustainability with Indian knowledge systems for viksit bharat, VIPS Campus



### **Sustainable Tourism and Artificial Intelligence: Learning from Indian Knowledge System**

Paper Presented by Dr Jatin Vaid; at International Conference on Aligning Sustainability With Indian Knowledge Sysytem for a Viksit Bharat



## The Impact of Artificial Intelligence on Sustainable Tourism Development: A Systematic Review of Literature

Paper Presented by Dr Jatin Vaid, VINC 2025 - 11th International Conference ARISE



## Energy Efficiency and Sustainability Initiatives in the Semiconductor Industry

Paper Presented by Dr Garima Chanana, Dr Nivedita Palia & Dr Rattan Sharma; at 2nd IEEE International Conference on Advancements and Key Challenges in Green Energy and Computing

<https://doi.org/10.1109/AKGEC62572.2024.10868430>



## Air Quality Efficiency Evaluation of New Delhi Regions using DEA Approach

Paper Presented by Dr Bharti Seth; at 2nd International Conference on Recent Trends in Mathematics, Hansraj college, University of Delhi



## Smart Waste Management: Advanced Computer Vision for Efficient Segregation

Paper Presented by Dr Safina Shokeen, at ICICC 2025, Shaheed Sukhdev College of Business Studies, University of Delhi



## AI - ML in Audio & Video Enhancement

Paper Presented by Dr Ankit Sharma; at International Conference on Advances In Computing, Control & Telecommunication Technologies, Yeshwantrao Chavan College of Engineering, Nagpur.



## Exploring the Factors Influencing Tourists' Attitudes and Revisit Intentions to Beach Destinations

Paper Presented by Dr Noopur Saxena, 15th International conference on Exploring Synergies: Law, Management and Multidisciplinary Perspectives for a Changing World, Gitarattan International Business School



## Aligning sustainability with Indian knowledge systems for a Viksit Bharat

Paper Presented by Dr Noopur Saxena, Centre for Sustainable Development, VIPS-TC

## Book Chapters

# Designing Empathetic Interfaces Enhancing User Experience Through Emotion

Author: Ms Ashima Bhatnagar Bhatia; Published by IGI Global [Scopus Indexed]

**I**n the realm of digital interaction, user experience (UX) design has evolved beyond functionality and aesthetics to include the emotional needs of users. This book chapter delves into the concept of empathetic interfaces, which prioritize understanding and responding to users' emotional states. It explores the theoretical underpinnings of empathy in design, the significance of emotional intelligence in user interactions, and practical methodologies for creating interfaces that resonate on a human level. By examining case studies and

current technological advancements, this chapter provides insights into integrating empathy-driven design principles to enhance overall user satisfaction and engagement. The discussion emphasizes the importance of context-aware systems, emotional analytics, and adaptive interfaces in crafting experiences that are not only user-friendly but also emotionally attuned. More Information at: <https://www.igi-global.com/book/decoding-consumer-behavior-using-insight/352049#table-of-contents>

# Sustainable Storytelling Engaging Audiences With Eco-Narratives in the Digital Age

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



In the era of rapid digital transformation, sustainability narratives have gained significant traction as a powerful tool to engage audiences across diverse platforms. This chapter explores the evolving role of storytelling in promoting environmental consciousness through digital media. By examining the intersection of eco-narratives and digital storytelling, it delves into how innovative technologies, such as social media, virtual reality, and gamification, can enhance the reach and impact of sustainability messages.

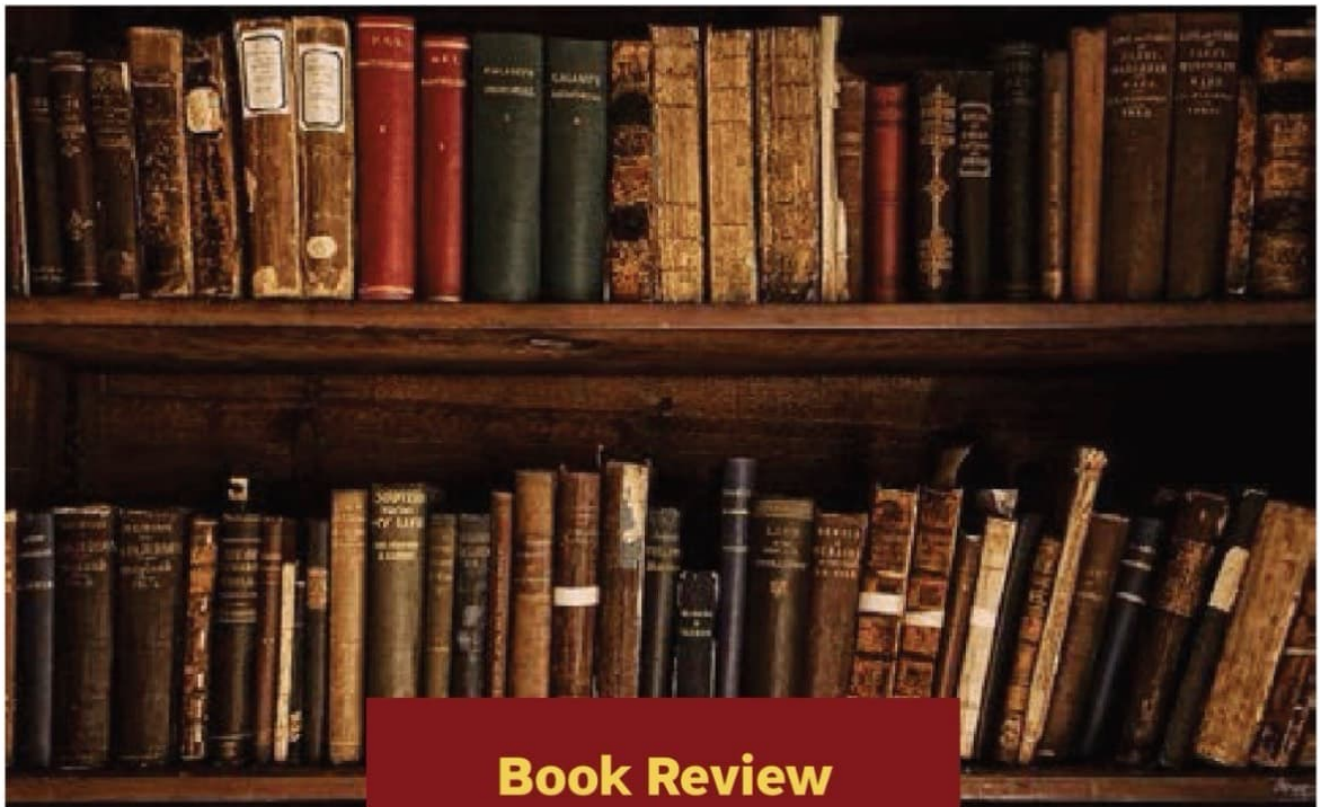
The chapter discusses various strategies for crafting compelling and authentic eco-stories that resonate with global audiences, inspiring positive behavioral change and fostering a deeper connection to environmental issues. Through case studies and practical examples, it provides insights into the challenges and opportunities of using storytelling to advance sustainability goals in the digital age. More Information at: <https://www.igi-global.com/gateway/chapter/370062>

## Return to the Imaginary: A Psychoanalytic Reading of Disability in James Barrie's Peter Pan

Author: Dr Jasmine Sharma; Published by Oxford University Press

## Bridging the green finance gap in India: The role of green bonds in accelerating sustainable development

Authors: Ms Priyanka Gupta & Ms Megha aggarwal; Published by Bloomsbury India [Scopus Indexed]



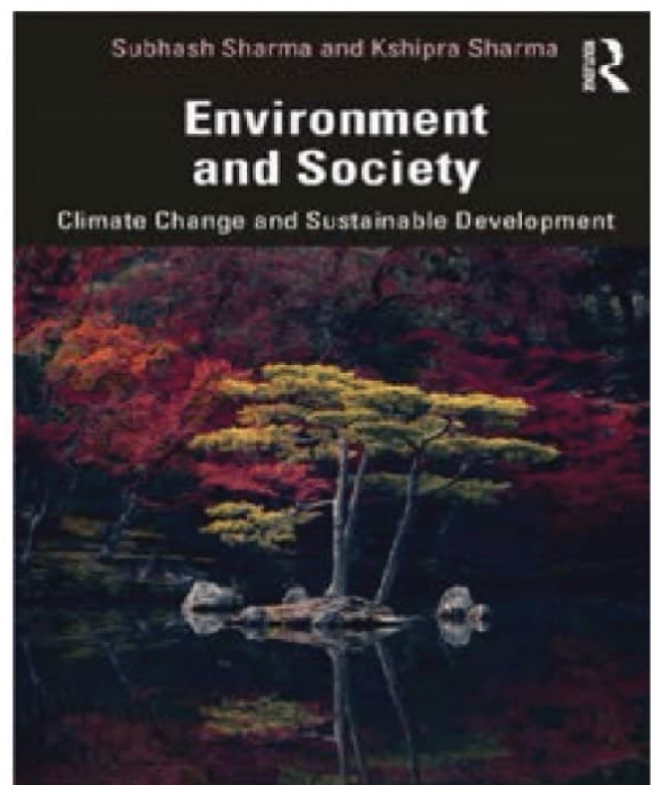
## Book Review

# Environment and Society: Climate Change and Sustainable Development

Reviewed by: Dr Ramesh K. Sharma & Dr Surbhi Tandon Published by VJR

The book "Environment and Society: Climate Change and Sustainable Development", authored by Dr. Subhash Sharma, and Dr. Kshipra Sharma, offers a thorough and accessible exploration of environmental sociology. Dr. Sharma, an eminent scholar and development practitioner, and Dr. Kshipra Sharma, an Assistant Professor in a College at University of Delhi, bring together their extensive knowledge and expertise to present a comprehensive analysis of the intricate relationship between environment and society. The book is structured to provide a systematic and step-by-step approach to understanding environmental sociology. It begins by tracing the origins of the field, offering readers a foundational understanding of how environmental sociology has evolved with time. The authors delve into the realist-constructionist debate within ecology, providing a

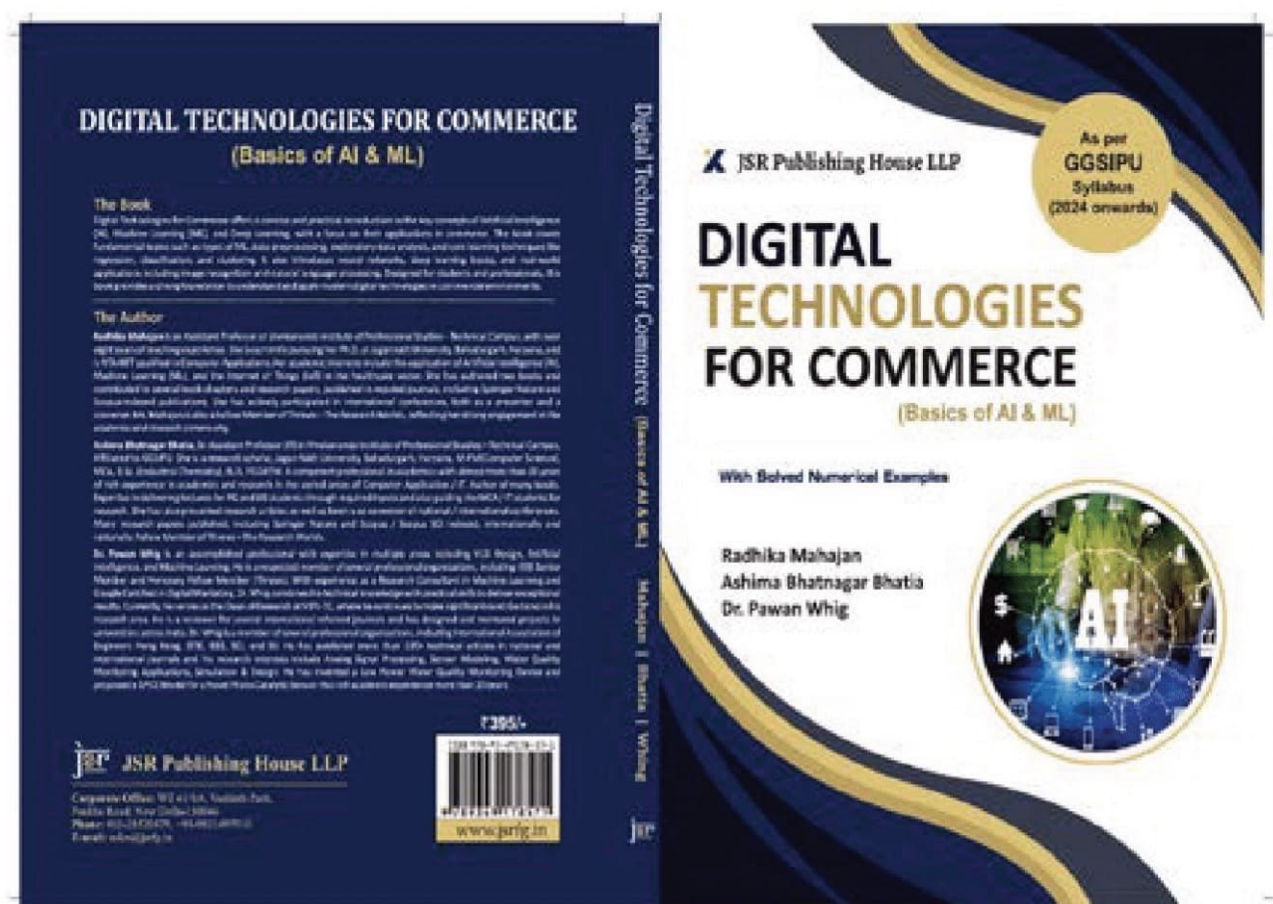
balanced and holistic examination of these contrasting perspectives.



## Book Publications

# Digital Technologies for Commerce (Basics AI & ML)

**Authors: Ms Radhika Mahajan, Ms Ashima Bhatnagar Bhatia & Dr. Pawan Whig; Published by JSR Publisher**



## Patents

S.NO.	Faculty Name	Year of Patent	Details	Department
1.	Dr Sunil Kumar Mishra Dr Atul Upadhyay Dr Sunny Kumar Gond Dr Manoj Kumar Singh	2025	DADI Principle of Lighting in Visual Composition	VSJMC VSJMC VSJMC VSJMC
2.	Dr Kriti Dhingra Dr Ruchi Shukla	2024	AI Food Nutrient Analyzer Device	VSBS
3.	Dr Pawan Whig Ms. Ashima Bhat-nagar Bhatia	2025	AI-MFA: AI-Powered Multi-Factor Authentication for Financial Systems	VSIT VSBS

## 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.

## Announcements

**We are excited to announce that VJR is now EBSCO indexed! All manuscripts will now be available on EBSCOhost.**