

SCHOLARLY SPOTLIGHT

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Journal Publications

Women and Legal Education: Unearthing the Gender Experiences of Female Students in Law Schools

Dr Navjeet Sidhu Kundal & Dr Garima Singh; Published in Journal of Interdisciplinary Studies in Education [Scopus Indexed]

This paper examines the gendered experiences of female students in Indian law schools, highlighting the influence of societal norms and patriarchal expectations on their education and career choices. Despite the growing presence of national universities offering legal education, women continue to face significant challenges rooted in traditional gender roles. These societal pressures often dictate the professions deemed appropriate for women, reinforcing male-dominated norms and limiting their professional autonomy. Through an analysis of the

experiences of female law students, this study sheds light on the structural barriers they encounter both within educational institutions and in broader society. The findings emphasize the need for systemic changes at the home, workplace, and societal levels to create a more equitable environment for women pursuing careers in law. More Information at: <https://files.eric.ed.gov/fulltext/EJ1455988.pdf>

Whose Heritage is it? Understanding the Scope of Laws in Protection of Cultural Property since Colonial Times

Dr Navjeet Sidhu Kundal & Dr Aditi Mann; Published in Dehradun Law Review



India, as a nation, has a rich cultural history spanning for thousands of years. Since ancient times, there have been several dynasties which have carved out their empire in various parts of the country. Besides gaining political influence, there have also been large scale construction activities which occurred primarily in last thousand years. This has included construction and beautification of temples, thereby, giving boost to art and craft. As reminiscence of this rich cultural heritage, many antiquities have been, and continue to be, discovered from various parts of the country. Largely, however, these antiquities are undocumented, making them easy target for anti-social elements. With the focus on case-studies, this paper intends to understand the legislations which have been formulated for protection of the antiquities. More information at: <https://www.dehradunlawreview.com/wp-content/uploads/2025/03/5.pdf>

Transmedia Storytelling In Journalism: Engaging Audiences Across Multiple Platforms

Dr Chetna Bhatia & Dr Mona Gupta; Published in Cuestiones de fisioterapia

Transmedia storytelling is an emerging technique in digital journalism that enhances audience communication across multiple platforms. Interactive, multimedia, and cross-platform forms of news distribution are increasingly being adapted using traditional journalistic narratives to involve the audience and ensure trust. The study is an attempt to answer how the impact of transmedia storytelling has changed the way the audience is engaging, trusting, and consuming the news. The study takes its

approach from a mixedmethod- research design and then translates quantitative surveys (n=500) and qualitative interviews (n=25) with media professionals to analyze the effectiveness of the transmedia storytelling techniques. Descriptive statistics, correlation analysis ($r= 0.72$, $p < 0.001$), and thematic analysis were used to interpret audience engagement and journalistic perspectives of transmedia storytelling. Read more at: <https://cuestionesdefisioterapia.com/index.php/es/article/view/2867>



AI-Powered Gamification: The New Catalyst in the Arena of Online Investment Platforms Impacting Behavioral Intentions

Dr Kanishka Gupta; Published in International Journal of Human-Computer Interaction [Scopus, ABDC (B category), Web of Science (SSCI and SCIE- Q1)] Indexed]

The purpose of the present study is to examine the antecedents of users' behavioural intentions to adopt technology concerning the financial environment focusing on online investment applications and incorporating gamification. For this purpose, the components of UTAUT2 have been used to explain behavioral intentions, along with gamification being considered as the moderating variable. Data was collected from 510 investors to whom the questionnaire was sent, belonging to the National Capital Region of India, having experience of using these online platforms for their investment needs. Structural equation modelling and path analysis have been applied to conduct the desired analysis. The findings reveal that factors like performance and effort expectancy can help understand the intentions of users to adopt the online investment platforms. The study thus found that AI-based

gamified online investment platforms have a multidimensional approach to user engagement. Each of these dimensions represents a critical aspect of users' perception and their interaction with the system. For developers and marketers of AI powered gamified investment platforms, the practical implications of this study are meaningful. The findings indicate that increasing user engagement will require improvement in performance expectancy through enhancing easy-to-use design as well as improving investment outcomes (effort expectancy). Besides enhancing social influence capitalized on by social features, availability should be ensured so as to support facilitating conditions. As indicated by the extensive literature reviewed, not much attention has been paid to digitization of investment platforms and their adoption. More Information at: <https://www.tandfonline.com/doi/full/10.1080/10447318.2025.2483862>



Conferences



Critical Analysis of Media Literacy and Sustainable Development Goals in Mass Communication Education in Light of NEP 2020 Using the CHAT Framework

Paper Presented by Dr Mona Gupta, at Interdisciplinary Research in Technology & Management, NIT Calicut, Kerala, India.



The Impact of Scientific Innovation on Climate Change Mitigation Strategies

Paper Presented by Dr Insha Goel Vats, at International Conference on Integrating Climate Action, AI, SDGs and Water Management (ICASW), Delhi



Investigating Nutricosmetic Purchase Behaviour through the Lens of Behavioural Reasoning Theory: Role of Information Overload as a Moderator

Paper Presented by Dr Nupur Arora; at VINC 2025- ARISE, VIPS-TC



Virtual Flavours, Real Impact: Enhancing Customer Experience in Food delivery Applications through Augmented Reality

Paper Presented by Dr Nupur Arora; at VINC 2025- ARISE, VIPS-TC



Luminary, Influence and Robophobia: Investigating Antecedents of Parasocial Interaction with Virtual Influencers and Its Impact on Engagement - Moderating Role of Perceived Credibility

Paper Presented by Dr Nupur Arora; at VINC 2025- ARISE, VIPS-TC



Quantum Marketing: Redefining Strategies for Consumer Engagement in a Complex Marketplace

Paper Presented by Dr Nupur Arora; at VINC 2025- ARISE, VIPS-TC



Women Prisoners and the Plight of their Children: Reflection of the Human Rights and Prison Reforms

Paper Presented by Dr Srishty Banerjee, Changing Dimensions of Administration of Criminal Justice in the Contemporary Era, School of Law SVKMs Narsee Monjee Institute of Management Studies, Indore



Human Right and Social Justice in Digital Era: Challenges and Way Forward

Paper Presented by Dr Tanvi; at International Conference of Law and Social Sciences



IOT Based Realtime Parking Guidance Solution

Paper Presented by Prof(Dr) Mamta Madan; at Innovations in science and technology: A perspective of viksit Bharat@20247, Delhi University

Book Chapters



From First Glance to Fierce Loyalty: The Journey to Brand Advocacy

Author: Dr Ridhima Sharma; Published by IGI Global [Scopus Indexed]

By investigating customers' subjective understandings and processes of interpretation, this research hopes to gain a better grasp of what it's like to consume and be branded. It focuses on the ways in which customers perceive the progression from first contact to intense emotional engagement with a brand. The experience pyramid approach is used to analyze qualitative discussions with brand advocates. In this model, the evangelist starts at the motivating level, moves on to the tangible level where they engage with the brand, and finally reaches

the experiential level. When it comes to studying the relationship between brands and their customers, the consumer experience paradigm has proven to be an invaluable tool. This research contributes to the field of experience marketing by shedding light on the importance of customer experiences associated to brands. It also helps marketers understand how customers develop strong emotional connections with brands. The study's results also shed light on how to spot brand advocates. More Information at: <https://www.igi-global.com/gateway/chapter/full-text-html/362425>

Cutting-Edge Solutions for Advancing Sustainable Development in the Film Industry

Authors: Dr Amit Channa & Dr Ankit Sharma; Published by Bentham Science Publisher



The film industry is undergoing a paradigm shift towards sustainability, driven by increasing awareness of environmental and social impacts. This book chapter explores innovative solutions at the forefront of sustainable development within the film industry. From production to distribution, exhibition, and beyond, the chapter examines cutting-edge strategies and technologies aimed at reducing carbon footprints, minimizing waste, promoting diversity and inclusion,

and fostering ethical practices. It delves into the role of renewable energy sources, green filmmaking techniques, ecofriendly materials, and digital innovations in transforming traditional filmmaking processes. Furthermore, the chapter explores the importance of industry-wide collaboration, stakeholder engagement, and policy initiatives in driving sustainable practices across the film value chain. Read more at: <https://www.eurekaselect.com/chapter/24707>

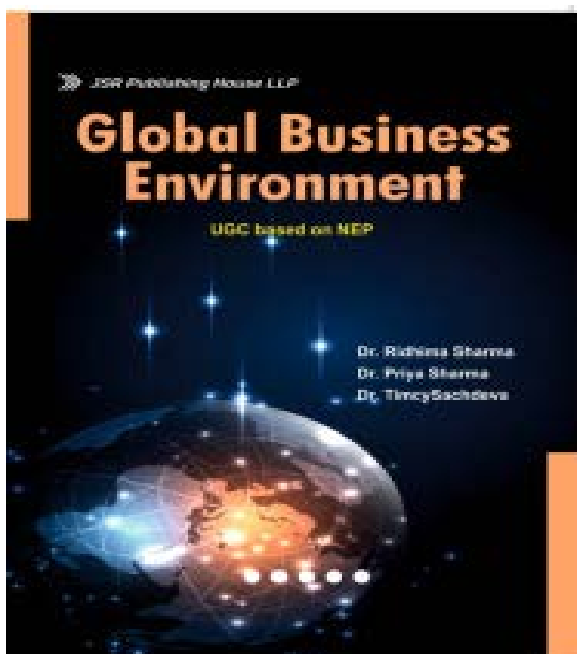
Revamping Labour Laws in India: A prerequisite for women empowerment

Author: Ms Mohita Yadav; Published by Asian Press Books

Book Publications

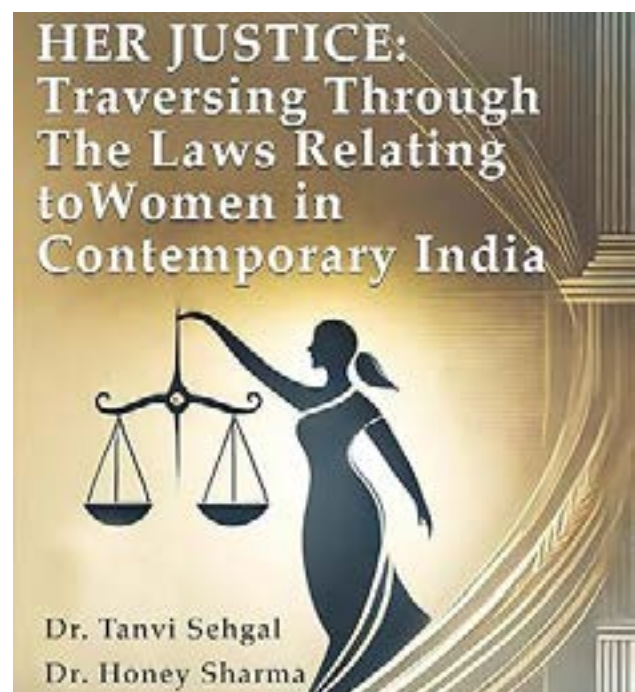
Ram Chronicles: An Adaptation of Valmiki Ramayana

Authors: Prof. Sidharth Mishra & Mr Devang Chaturvedi; Published by Centre for Reforms, Development and Justice



Global Business Environment

Authors: Dr Ridhima Sharma, Dr Priya sharma & Dr Timcy Sachdeva ; Published by JSR Publishing House



Her Justice- Traversing Through The Laws Relating to Women in Contemporary India

Authors: Dr Tanvi Sehgal & Dr Honey Sharma; Published by Asian Press

Patents

S.NO.	Faculty Name	Year of Patent	Details	Department
1.	Dr Swati Narula	2025	Cooling Device	VSBS
2.	Dr Ridhima Sharma	2025	Data-processing device for Enhancing Employee Wellbeing to Improve Organizational Health, Performance, and Productivity	VSBS
3.	Dr Swati Narula	2025	Portable Currency Exchange Device	VSBS
4.	Dr Shikha Sharma	2025	System and Method for Enhancing Residents well-being Through Mindful Consumption in Tourism Services	VSBS

Call for Papers

Vivekananda Journal of Research invites submissions for the upcoming issue of Jan- July 2025. 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, EBSCO, Ulrich's library of ProQuest WorldCat, Crossref, EZB, Lockss, and Clockss.

Announcements

We are excited to announce that VJR is now EBSCO & Ulrich's library of ProQuest indexed! All manuscripts will now be available on EBSCO host and ProQuest.