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Journal Publications

The Empirical Performance of the CAPM on NSE Nifty 50: A Study from April 2008 to June 2024 by Using the BJS Methodology

Dr Sant Kumar; Published in MUDRA: Journal of Finance and Accounting, Journal Press of India [UGC Care Listed]

The present study tries to answer the quest of empirical applicability of the CAPM (Capital Asset Pricing Model) in Indian context. For this purpose, the Black, Jensen, and Scholes time-series test has been applied on the Nifty 50 stocks over the period April 2008 to June 2024. The study finds the alphas (regression intercepts) are statistically zero in case of 42 stocks out of 50 stocks under investigation. This

finding challenges the BJS null hypothesis that all alphas should be statistically zero if the CAPM is empirically valid. Although, the model may not be empirically valid, the beta is still relevant because of its statistical significance in case of all fifty stocks and positively related to the excess returns of the securities. More Information at: <https://www.journalpressindia.com/mudra-journal-of-finance-and-accounting/doi/10.17492/jpi.mudra.v12i1.1212507>

Assessing the Effect of Mindful Consumption towards Residents' Well-being with the Mediation of Brand Loyalty and Self-Brand Connection in Tourism

Dr Shikha Sharma; Published in *Young Consumers* [Scopus, ESCI Indexed, ABDC-B Listed]

The purpose of this study is to determine the impact of artificial intelligence (AI) experience on sustainable behaviour with the mediating roles of perceived value, customer engagement and purchase intention. A quantitative survey was done with 421 young consumers in the Delhi-NCR region. Data were analysed using SPSS and AMOS using the PLS-SEM model, which included descriptive analysis, reliability and validity checks, model fitness assessment and hypothesis testing. Read more about it at: <https://www.emerald.com/insight/content/doi/10.1108/yc-10-2024-2307/full/html>



Out of Sight but not out of Mind"- Envisaging Consumer Engagement in Ephemeral Content: Role of User Motivations and Relational Bonds

Dr Aanchal Aggarwal, Dr Nupur Arora, Dr Parul Manchanda, & Dr Jaspreet Kaur; Published in *Journal of Marketing Theory and Practice* [Scopus, ESCI Indexed]

Ephemeral content refers to social media posts that are only available for a brief period. The popularity of ephemeral content has surged in recent times. This transient nature of the content creates a sense of urgency, capturing the users' attention for new updates. In this research work, we employ the uses and gratification (UGT) and examine the impact of crucial motivations (i.e. diversion, information interaction, entertainment, surveillance, and trendiness) of watching ephemeral content posted by social media influencers and the impact on consumer engagement (CE). Furthermore, we also tend to examine how engagement develops an urge to buy impulsively in the

presence of relational bonds as moderators. This article aims to provide influencers with suggestions on enhancing CE via ephemeral content. Data was collected from 475 respondents through an online survey. PLS-SEM was employed to test the structural model, and Hayes Process Macros was used to test the moderating relationships. The findings reveal that all the motivations in the model impact CE positively. Relational bonds significantly moderate the relationships between different motivations and CE. Additionally, this engagement positively impacts the urge to buy impulsively. More information at: <https://www.tandfonline.com/doi/abs/10.1080/10696679.2025.2493811>



Crowdsourcing Adoption in Organisations: A Multi-Perspective analysis of Innovation and Organisational Dynamics

Dr Divya Mishra; Published in International Journal of Organizational Analysis [Scopus, ABDC-B, ESCI Indexed]

In response to the growing importance of crowdsourcing as a strategic tool for innovation in problem-solving, data collection and creativity, this research investigates the key dynamics influencing its adoption. Using a comprehensive framework that integrates innovation characteristics, technological readiness, organisational factors and environmental contexts, this study aims to identify

and analyse critical factors that shape crowdsourcing adoption. The research uses a sample of 426 senior managers from various industries in India. The data is analysed using partial least squares, a component-based approach to structural equation modelling. More Information at: <https://www.emerald.com/insight/content/doi/10.1108/ijoa-11-2024-4997/full/html>

Integrative Learning Models for National Education Policy (2020): An Opinion

Prof. (Dr)Ramesh Kumar Sharma; Published in Journal of the Asiatic Society of Mumbai

The given paper provides an opinion on the possible learning models that reflect the scope for adaptive learning and integrative knowledge engagement among young scholars and how certain aspects of the National Education Policy (2020) of India can help in addressing the complexities of knowledge gap and enhancing the ecosystem of online-teaching for various interdisciplinary programs.

More Information at: <https://www.asiaticsociety.org.in/journal/index.php>





Conferences



Integrating Ethics into Entrepreneurial Leadership: Pathway to sustainable and Responsible Enterprise

Paper Presented by Dr Timsy Sachdeva, at International Conference on Innovation and Transformation for a Sustainable future, Mangalmay Institute of Management & Technology, Noida in collaboration with Lincoln University Malaysia



ERP System and User Participation: Insights into Implementation Success

Paper Presented by Dr Ridhima Sharma, at International Conference on Innovative Technologies for Sustainable Business Transformation, Belarus State Economic University, Belarus in collaboration with University of Sydney and KR Mangalam University



Legal Framework of Artificial Intelligence : Tranquillity in Digital Labour, Employment and Society

Paper Presented by Dr Payal Jain; at International Conference on Law & Social Science



Synergies of Success: Analyzing social, psychological, financial & resource dynamics in Women's Entrepreneurship

Paper Presented by Dr Ridhima Sharma, at International Conference on Innovative Technologies for Sustainable Business Transformation, Belarus State Economic University, Belarus in collaboration with University of Sydney and KR Mangalam University



The use of Ingestible Sensors and Smart Pills to monitor patient compliance and gather health Data

Paper Presented by Dr Rajan Gupta; at 2nd International Conference on Advances in IoT, Security with AI, held on 4-5 April 2025, Deen Dayal Upadhyaya College, Univeristy of Delhi



Optimizing Delivery Logistics Using Graph Theory and Shortest Path Algorithms

Paper Presented by Dr Bharti Seth; at National Conference on Computational and Theoretical Advances in Mathematical Sciences and Their Applications, Meerut



Assessing Groundwater Quality in Delhi: A Machine Learning and Data Envelopment Analysis Approach

Paper Presented by Dr Bharti Seth; at International Conference on Integrating Climate Action, AI, SDGs, and Water Management(ICASW), Delhi

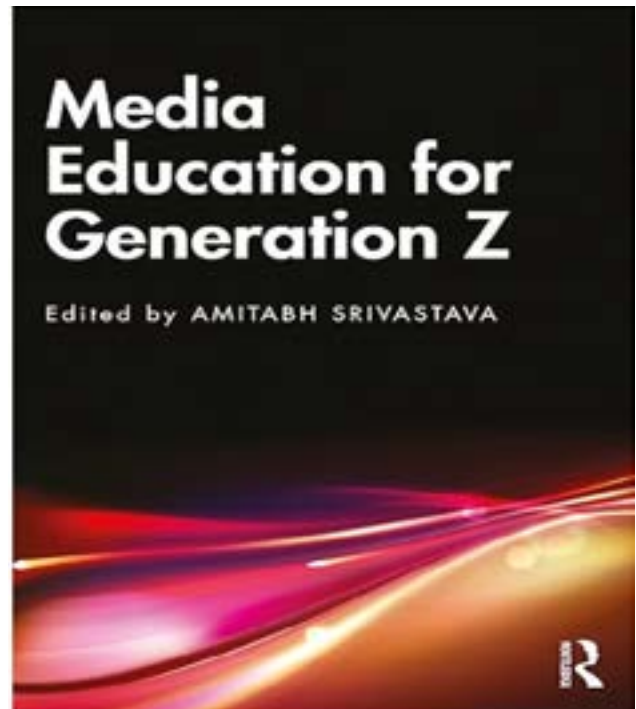
Book Chapters

Social Media Management & Measurement

Author: Prof. (Dr)Ramesh Kumar Sharma; Published by Routledge India

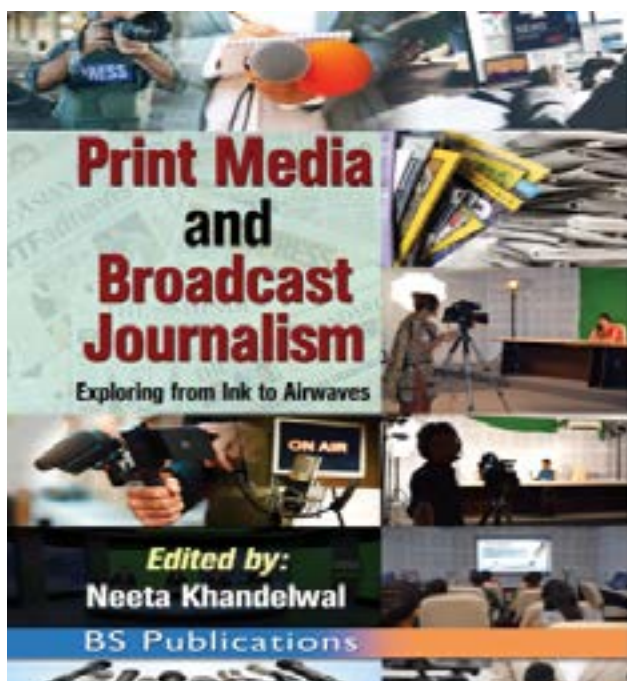
2 1st century is known as digital era and social networking sites are strongest medium for the visibility of any product, company or person. When we think about the presence of any product, company or person, the inclination is to check its existence on social media platforms. Social media management is a technique of administrating individual's visibility over social media platforms by posting/creating contents, messages, images and comments on platforms such as Facebook, Twitter, Instagram. In addition to posting, it also includes continuous engagement and interaction with social media users.

More Information at: <https://www.amazon.in/Media-Education-Generation-Amitabh-Srivastava/dp/1032542179>



Script writing and Layout for Radio

Author: Prof. (Dr)Ramesh Kumar Sharma; Published by BS Publication



David Brinkley once said that the "Ear is the least effective way to receive information. We may read well, and we may even receive the information we read well, but we are terrible Listeners". Effective writing is essential for any medium. Writing for the radio/ear is takes more time and effort in comparison with print and television. Because it creates a visual in the listeners mind through words, another important consideration is listener will maybe only hear the programme once and in a short time frame. So scriptwriter must create a picture for the listener so that they can visualize it. More Information at: https://www.bspublications.net/book_detail.php?bid=1858

Basic Terminology used in Print Journalism

Author: Prof. (Dr)Ramesh Kumar Sharma; Published by Routledge India

As we go a little deep into journalism study, it becomes evident that the print media, which is the mother of all modern-day media, created media literacy and along with it words which identify the profession, professional skill, professional structure, professional rules and regulations and finally professional methods and methodologies.

As and when these developed, four analytical terms came out, giving definitions to the language of content and its break up. These are vocabulary, jargon, glossary and terminology. More Information at: https://www.bspublications.net/book_detail.php?bid=1858



Book Review

Environment and Society: Climate Change and Sustainable Development

"Prof. (Dr)Ramesh Kumar Sharma & Dr. Surabhi Tandon; Published in JVivekananda Journal of Research

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 over time. The authors delve into the realist-constructionist debate within ecology, providing a balanced and holistic examination of these contrasting perspectives. A notable feature of the book is its inclusion of case studies from various regions, including Asia, Africa, Europe, and the Americas. This global perspective is further enriched by the introduction of theoretical perspectives from Asia, Africa, and South America, which challenges the often Western-centric narrative in environmental studies. Read more at: <https://9vom.in/journals/index.php/vips/article/view/379>



Environment and Society: Climate Change and Sustainable Development (Hindi)

Prof. (Dr)Ramesh Kumar Sharma & Dr Sunil K Mishra; Published in Samajik Vimarsh/Sage Bhasha

पर्यावरण हमारे जीवन में अत्यंत महत्वपूर्ण स्थान रखता है। यह हमारा समग्र जीवन चक्र न सिर्फ इससे जुड़ा है, अपितु पर्यावरण में होने वाला कोई भी बदलाव हमारे जीवन को भी प्रभावित करता है। यह विगत कुछ वर्षों में पर्यावरण से जुड़ा मुद्दा वैश्विक विमर्श के साथ ही स्थानीय चर्चा के केंद्र में भी रहा है। यह पर्यावरण में हो रहे प्रतिकूल बदलाव जहाँ नई चुनौतियाँ प्रस्तुत कर रहे हैं तो वहीं पर्यावरणविद हमें प्रकृति के साथ सामंजस्य स्थापित करने का सुझाव भी दे रहे हैं जिससे आधुनिक विकास के दौड़ में प्राकृतिक संसाधनों के अंधाधुंध दोहन को रोककर पृथ्वी पर जीवन चक्र को अबाधित रखा जा सके। यह आज विश्व के अधिसंख्य देश पर्यावरण में हो रहे बदलावों से चिंतित हैं, तो वहीं इस क्षेत्र में कार्य करने वाली एजेंसियों के लिए नई चुनौतियाँ भी पैदा हो रही हैं। यह मानव की उपभोक्तावादी सोच का गम्भीर परिणाम सभी जीव-जन्तुओं पर पड़ रहा है, एवं अनेक जीव-जंतु लुप्तप्राय भी हो चुके हैं। यह एक तरफ,

वायुमंडल में ग्रीन हाउस गैसों के बढ़ने के कारण पृथ्वी का औसत तापमान बढ़ रहा है, तो वहीं दूसरी तरफ मौसम-चक्र भी व्यापक रूप से प्रभावित हो रहा है। यह समुद्र, पृथ्वी, एवं आकाश में प्रदूषित तत्वों की बढ़ती मात्रा वर्तमान पीढ़ी के लिए जानलेवा साबित हो रही है, साथ ही यह आने वाली पीढ़ी के लिए अस्तित्व के संकट जैसी चुनौती की झलक भी दिखला रही है। यह ऐसे में, पृथ्वी पर मानव अस्तित्व के साथ ही समग्र जीव-जन्तुओं के अस्तित्व पर भी बड़ा खतरा दिखाई दे रहा है। यह मानवीय लोभ एवं स्व-केन्द्रित व्यवहार आने वाले समय में पर्यावरण को जीवन अस्तित्व के प्रतिकूल बना दे, उससे पहले ही पर्यावरण को समझना एवं उसके अनुकूल व्यवहार करना अत्यंत आवश्यक है। यह ऐसे में विषय केन्द्रित अच्छी पुस्तक से सुन्दर भला क्या हो सकता है। **More information at:** <https://sagebhasha.com/Journal/TOC?JournalId=2>

Book Publications



Emerging AI Landscape Challenges & Opportunities in Media

Authors: Prof. (Dr)Ramesh Kumar Sharma; Published by Khama Publishers, New Delhi, India

This book, *Emerging AI Landscape: Challenges & Opportunities in Media*, explores the intersection of AI, media, and education, with a particular focus on India's journey towards becoming a global leader in knowledge and innovation. As the world embraces AI-driven technologies, India

is poised to play a pivotal role in the future of AI applications across various sectors, especially in media and education. The book provides a comprehensive overview of how AI is influencing content creation, news dissemination, digital literacy, and even the cultural aspects of media in India.

Aligning Sustainability with Indian Knowledge Systems for a Viksit Bharat

Authors: Prof. (Dr)Ramesh Kumar Sharma; Published by JSR Publishing House LLP, New Delhi, India

The vision of a "Viksit Bharat" (Developed India) can be realised by combining the wisdom of India's knowledge systems with contemporary sustainability measures. This is the crux of *Aligning Sustainability with Indian Knowledge Systems for Viksit Bharat*. The book aims to bring together scholars, practitioners, and thought leaders working on the intersection of sustainability and Indian knowledge systems. In the present volume, we investigate how India's intellectual traditions, cultural practices, agricultural wisdom, and

spiritual beliefs might provide long-term solutions to contemporary challenges.



Patents

S.NO.	Faculty Name	Year of Patent	Details	Department
1.	Dr Parul Manchanda Dr Aanchal Aggarwal Dr Nupur Arora Dr Ruchi Shukla	2024	Marketing Analytics Display	VSBS
2.	Dr Noopur Saxena	2025	Resource Allocation Management Device	VSBS
3.	Dr Deepti Chopra	2025	Energy Conservation System For Electrical Appliances And A Method Thereof	VSE&T
4.	Dr Deepti Chopra	2025	Literature Based Conversational Stress Management System	VSE&T
5.	Dr Avantika Raina	2025	Classroom Student Monitoring Device	VSBS

