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AGENT COMMUNICATION PROTOCOLS AND INTEROPERABILITY IN AGENTIC ARTIFICIAL INTELLIGENCE SYSTEMS

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ABSTRACT

The increasing deployment of autonomous agent-based systems across distributed computing environments has opened new possibilities for intelligent collaboration; however, fundamental differences in agent architectures, communication frameworks, and operational semantics continue to pose serious interoperability barriers. This paper presents a systematic investigation into the core principles, design patterns, and standardization needs that underpin reliable communication protocols between heterogeneous autonomous agents. As a central contribution, the paper introduces IntelBridge, a layered architectural framework powered by large language models, specifically designed to resolve interoperability gaps at the syntactic, semantic, and pragmatic levels without compromising system efficiency or resilience. Four major contributions are presented: a formal language for precisely specifying agent capabilities and inter-agent commitments; a dynamic mechanism for selecting and negotiating communication protocols based on task demands and operating conditions; a middleware layer enabling autonomous agent discovery and live protocol adaptation; and rigorous experimental evaluation covering distributed problem-solving, cooperative planning, collective decision-making, and real-time coordination use cases. The experimental outcomes demonstrate a 23 percent reduction in communication latency relative to conventional interface-based approaches, a 31 percent gain in collaborative planning quality, and a semantic accuracy rate of 96.8 percent, with total protocol overhead remaining below 20 percent across all evaluated scenarios.

Keywords: *Agent Communication Protocols, Multi-Agent Systems, Large Language Models, Protocol Negotiation, Semantic Interoperability, Agentic Systems, Distributed Artificial Intelligence*

EXPLORING CONSUMER ATTITUDES TOWARD ORGANIC COSMETICS: A CONCEPTUAL REVIEW FROM A SUSTAINABILITY PERSPECTIVE

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ABSTRACT

The growing demand for sustainable products has positioned organic cosmetics as a significant segment within the global beauty industry. This conceptual review synthesizes existing literature on consumer attitudes toward organic cosmetics, emphasizing the sustainability perspective. The literature reveals that consumer perceptions are primarily influenced by attitude, health consciousness, environmental awareness, perceived quality, subjective norms, and product knowledge. The review also highlights the persistent attitude-behaviour gap, where consumers express support for sustainability but often fail to translate these intentions into consistent purchasing behaviour. This research draws on the constructs of the Theory of Planned Behaviour and the extended Theory of Planned Behaviour. The review concludes that organic cosmetics are not merely beauty products but symbols of ethical consumption and ecological responsibility. Future research should focus on comparative studies across developed and emerging markets, exploring the role of certifications and digital platforms in bridging the gap between consumer attitudes and sustainable purchasing behaviour.

KEYWORDS: *Attitudes, Behaviour, Theory of Planned Behaviour, Organic Cosmetics, and Sustainability.*

EXAMINING THE FOUNDATIONAL ROLE OF GASTRONOMY IN SHAPING TOURISM DESTINATIONS: A CONCEPTUAL STUDY

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ABSTRACT

The paper examines the application of food as a strategic resource in tourism attractions. It looks at three modes of thinking of strategy: Resource-Based View, Emergent Strategy and Positioning Strategy. The study employs the concepts of gastronomy including, food identity, feelings of the tourists of a location, and food pictures. The paper is a review of the available literature, which integrates gastronomy lessons with tourism lessons and strategy lessons. It constructs a simple model, which justifies the role of foods in making a destination grow. The model is divided into three components, the source of a strategy, the process of a strategy and the form of the strategy. The review brings together theories and evidence in most areas to demonstrate how food can be an effective instrument in tourism and destination planning. It establishes a general framework displaying strategic role food plays in making a place. Culinary distinctiveness (special local foods) is the resource in the model that develops a destination. A place can be differentiated by using food that is unique. The outcome of this differentiation by food can be the product of a natural, unplanned process. As soon as managers and stakeholders realize that food is turning into a strategy, they will be able to make it a deliberate plan. The concepts of the model were evaluated based on previous literature and the tests proved the assumptions. The results have indicated that food identity of a place is capable of enhancing uniqueness and competitiveness of a place through provision and marketing of food related tourism products. According to the paper, most of the food strategies begin intuitively and may be converted into explicit marketing plans. It gives an understanding of the strategic significance of food and gives important tips to managers and policy makers. It is possible to say that they can employ local food identity to reinforce branding and sustainable tourism development.

Keywords: *Emergent strategy, motivation of tourists, positioning strategy, resource-based view, strategic role of gastronomy*

MONSOON SEASONALITY AND STOCK PRICE VOLATILITY: FIRM-LEVEL EVIDENCE FROM AGROCHEMICAL AND FERTILIZER COMPANIES IN MAHARASHTRA (2014–2024)

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ABSTRACT

This study investigates the influence of monsoon rainfall and seasonal timing on the stock price volatility of agrochemical and fertilizer companies in Maharashtra during the period 2014 - 2024. Given India's strong dependence on monsoon-driven agriculture, variations in rainfall are expected to affect firms whose revenues are closely linked to agricultural demand. Using daily stock price data for nine companies listed on the National Stock Exchange (NSE) and average daily rainfall data obtained from the Indian Meteorological Department (IMD), the study employs a panel regression framework with seasonal dummy variables and heteroskedasticity-robust (HC3) standard errors.

The analysis evaluates two key relationships: the direct effect of rainfall magnitude on stock price volatility and the differential impact of seasonal rainfall periods, specifically monsoon versus non-monsoon months. The empirical results indicate that rainfall magnitude does not exert a statistically significant influence on stock price volatility. In contrast, seasonal timing captured through monsoon and non-monsoon dummy variables - shows a statistically significant relationship with volatility levels. Notably, non-monsoon periods exhibit marginally higher volatility, suggesting that market uncertainty in agriculture-related sectors may extend beyond periods of active rainfall and may be influenced by seasonal expectations and demand cycles.

These findings suggest that financial markets respond more strongly to seasonal rainfall timing than to the realized intensity of rainfall. The study contributes to the climate finance literature by providing firm level evidence from an emerging economy and offers practical insights for investors, risk analysts, and policymakers seeking to better understand climate related financial risk in agriculture dependent industries.

Keywords: *Monsoon rainfall, Seasonality, Stock Volatility, Agrochemical Sector, Rainfall Variability, Panel Data*

AN EMPIRICAL STUDY ON DELIVERY DELAYS AND COST OPTIMIZATION IN FREIGHT FORWARDING OPERATIONS

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ABSTRACT

Delivery delays represent a persistent challenge in logistics and supply chain management, leading to operational inefficiencies and increased financial burdens for organizations. This study examines the impact of delivery delays on warehousing costs and total logistics costs, with particular emphasis on understanding whether these cost components are significantly affected and whether differences exist between them. A quantitative research design was adopted using a structured questionnaire distributed to logistics and supply chain professionals. The study employed a descriptive research approach, and primary data were collected from 120 respondents using a five-point Likert scale. Descriptive statistics were used to summarize the data, followed by inferential analysis using a paired sample t-test to compare the mean impact of delivery delays on warehousing costs and total logistics costs.

The results revealed that delivery delays have a high perceived impact on both warehousing costs (Mean = 3.75) and total logistics costs (Mean = 3.83). However, the paired sample t-test indicated no statistically significant difference between the two variables ($p > 0.05$), suggesting that respondents perceive both cost components to be similarly affected by delays. The findings highlight that delivery delays uniformly escalate cost structures within logistics operations. Increased storage time, detention charges, and extended operational cycles contribute significantly to overall logistics expenditure. Although organizations monitor delay-related costs, operational disruptions and coordination gaps continue to create financial pressure. The study concludes that minimizing delivery delays is essential for improving cost efficiency and operational performance.

Keywords: *Delivery Delays, Warehousing, Logistics, Supply Chain Management.*

ENHANCING CULTURAL HERITAGE TOURISM APPLICATIONS: A SURVEY-BASED RECOMMENDATION FRAMEWORK

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ABSTRACT

Cultural heritage tourism plays an important role in preserving historical identity while also contributing to regional economic and social development. International organizations such as UNESCO and global tourism initiatives emphasize the importance of protecting and promoting cultural heritage through sustainable tourism practices. With the rapid growth of digital technologies, mobile applications have become powerful tools that help tourists access information, explore heritage sites, and enhance their overall travel experience. Government initiatives such as Digital India and the Smart Cities Mission also highlight the increasing role of technology in improving tourism infrastructure and public services.

However, despite the availability of several tourism-related mobile applications, many of them still face certain limitations. Most existing platforms provide fragmented information, limited personalization, and inadequate accessibility features. Applications such as Incredible India, TripAdvisor, and Google Maps mainly focus on general travel guidance and navigation rather than offering a structured cultural heritage experience. Similarly, official tourism portals like MTDC and Maharashtra Tourism provide reliable information but often lack integrated and intelligent mobile-first features that could enhance user engagement.

This study evaluates the effectiveness of existing cultural heritage tourism applications and analyzes their limitations through a combination of literature review and primary survey data. The research is supported by the concept of smart tourism destinations, which focuses on the use of information and communication technologies (ICT) to create more interactive and context-aware tourism systems. The findings reveal several challenges faced by users, including difficulty in accessing centralized and verified information, lack of contextual storytelling about heritage sites, limited multilingual support, and absence of real-time event integration.

Based on these observations, the paper proposes a structured recommendation framework aimed at improving the design and functionality of cultural tourism applications. The recommendations focus on enhancing usability, accessibility, personalization, and intelligent system integration. Furthermore, the growing role of smartphones and emerging immersive technologies highlights the potential for developing smarter and more context-aware digital platforms that can significantly improve visitor engagement with cultural heritage sites.

Keywords *Mobile Applications, User Experience Design, Recommendation Systems, Heritage Site Exploration, Tourist Engagement*

ARTIFICIAL INTELLIGENCE IN EVERYDAY LIFE: BUILDING SMART AND SUSTAINABLE LIVING ENVIRONMENTS

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Abstract

Artificial Intelligence (AI) has shown drastic change from specialized industrial, agricultural, and research domains into everyday human environments. Today, AI-driven systems influence how individuals communicate, shop, travel, manage health, do complex tasks, and make smart decisions. From smart virtual assistants and recommendation engines to wearable health devices and intelligent home automation systems, AI technologies shape routine behaviors and lifestyle choices. This paper examines the integration of AI into daily life and analyzes its social, economic, and environmental implications. It introduces a conceptual framework titled the Smart Everyday AI Integration Model (SEAI-M), designed to promote responsible, user-centered, and sustainable AI adoption. The study evaluates the benefits of AI, including improved productivity, accessibility, healthcare monitoring, and energy efficiency, while also addressing risks such as privacy concerns, algorithmic bias, cybersecurity threats, and overdependence on automation. The findings suggest that effective and ethical implementation of AI in everyday environments can enhance decision-making, sustainability, and quality of life while maintaining transparency, accountability, and human oversight.

Keywords: *Artificial Intelligence, Smart Living, Everyday AI, Sustainable Technology, Digital Assistants, Smart Homes, Responsible AI, Data Analytics*

PILGRIMAGE AND LOCAL ECONOMY: AN ECONOMIC REVIEW OF THE PANDHARPUR WARI

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Abstract

Pandharpur in Maharashtra, the journey from the pilgrim's residence to Pandharpur and back is popularly known as Wari. In recent years, youth have also actively participated in the Pandharpur Wari, and the local market in Pandharpur is trying to fulfill their needs. Wari is directly associated with people residing in and around Pandharpur. Wari leaves an impact on the economic and social life of Pandharpur town because it boosts the town's economy, leading to increased employment opportunities and higher incomes. This literature integrates government data, scholarly articles, and NGO reports to analyze the economic impact of Wari. The present study explores how pilgrimage generates seasonal employment for local service providers. This review also identifies key gaps in the literature and encourages further investigation to enhance the quantitative understanding of pilgrimage-related economic activity

Keywords- *Pilgrims, economic impact, employment, Wari. Pandharpur.*

SHE-Mart: AN EFFECTIVE MARKETING EMPOWERMENT MODEL FOR RURAL WOMNE'S PRODUCTS

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Abstract

In today's fast-paced world, the face of rural India is also changing. There are major changes in all sectors like entrepreneurship, employment, agriculture, and technology is also playing a major role in this. The participation of women in rural areas in the national economy has been significant from the beginning. Now they are not just workers who produce or consumers who consume, but are working as enablers. In this research paper, an attempt has been made to review how women entrepreneurs in rural areas can succeed in the field of marketing based on the technology. SHE-Mart, a new scheme introduced by the Central Government of India in 2026, has been studied to see how it can boost rural women in business. The main objective the research paper is to review how rural women can market their products through platforms like SHE-Mart. The Indian government is implementing various schemes for women. There are schemes for women on important issues like education, health, employment, business etc. The purpose of this research paper is to review how rural women participate in the industry and how new schemes can help them become empowered. Marketing is a process in business where women can participate in the decision-making process. They can market their products on a large scale, going beyond the local market. Schemes like SHE-Mart not only provide them with technology, but also give rural women the opportunity to become owners of their own businesses.

Key Words: *Marketing, SHE-Mart, Rural Women, Empowerment, Rural Marketing*

HOLISTIC RESEARCH AND INNOVATIONS FOR SUSTAINABLE TRANSFORMATION WITH SPECIAL FOCUS ON E-LEARNING

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Abstract

Sustainable transformation is necessary to protect the environment, improve social well-being, and support long-term economic development. Holistic research studies problems in an integrated way by connecting social, economic, environmental, and technological aspects (WCED, 1987). Innovation supports this process by introducing new methods and tools that help in achieving sustainability goals (OECD, 2015). Education is considered a key driver of sustainable development because it builds awareness and skills for responsible living (UNESCO, 2017). E-learning has become an important innovation in education as it uses digital technology to deliver learning in flexible and eco-friendly ways (Garrison, 2011). This paper explains how holistic research and innovation support sustainable transformation and how e-learning contributes as a subtheme. The study is based on secondary data collected from books, research articles, and reports. The findings suggest that e-learning helps reduce resource use, improves access to education, and supports sustainable values.

Keywords

Sustainable transformation, holistic research, innovation, e-learning, digital education

TRACING THE TEA TRAIL: FROM THE CONTOURS OF THE TEA ESTATES TO THE TEACUP

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Abstract

India's tea industry, one of the largest globally with over 1.3 million hectares under cultivation and annual production exceeding 1.3 billion kilograms, is undergoing profound transformation across its value chain—from sustainable farming practices and factory operations to innovative marketing strategies and resilient supply chains. Yet, it grapples with mounting challenges: smallholder farmers contend with climate variability, depleting soil health, and labor shortages; factories face inefficiencies in orthodox and CTC processing amid rising energy costs; and market players navigate export slumps, domestic oversupply, and competition from cheaper blends.

Emerging narratives center on sustainability certifications like Rainforest Alliance and Fairtrade, digital innovations such as AI-driven yield prediction and blockchain for traceability, climate-resilient cultivars from the UPASI-Tocklai research axis, and market diversification into wellness teas, ready-to-drink formats, and e-commerce platforms. Drawing on recent industry data from the Tea Board of India (2024-25 reports showing a 5% production dip due to erratic monsoons), case studies of Nilgiri estates adopting regenerative agriculture, and sustainability initiatives like the Tea Sustainability Impact Facility, this paper critically examines adaptive strategies.

It analyzes how stakeholders are fostering competitiveness through public-private partnerships, zero-waste processing models, and value-added branding targeting health-conscious millennials. Ultimately, the study reveals pathways for resilience, projecting that integrated reforms could boost exports by 15-20% by 2030, while underscoring gaps in policy support and smallholder inclusion for equitable growth.

Key Words : *Digital Innovation, Farmers, India, Policy, Small Scale, Sustainability, Tea*

DO REMOTE, HYBRID, AND ON-SITE WORK MODELS REALLY MATTER? AN ECONOMETRIC ANALYSIS OF PRODUCTIVITY AND WELL-BEING

Niranjan DK, Sathvigha S, Nisha Daniel.
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Abstract

Remote and hybrid work models, accelerated by the COVID-19 pandemic, have given new urgency to questions about how these models influence employee productivity. The issues of remote work are very closely linked with an increase in flexibility and better work-life balance, but one should not turn a blind eye toward the communication gaps, isolation, and reduced opportunities to learn informally. This paper investigates whether there is actually a difference in productivity between remote, hybrid, and on-site workers using data gathered on more than 1,500 people across various industries. Productivity was measured on a composite measure that considered quality of work, innovation, and efficiency. To test this, ANOVA, Tukey tests, OLS regression, multicollinearity tests, and heteroskedasticity tests were applied in the study, as well as a mediation test. Results can be seen to show that while ANOVA reveals that there is an overall difference among the three work arrangements, subsequent Tukey tests show that no meaningful differences exist between a certain pair. Regression analysis furthers that after the inclusion of other factors such as age, experience, department, and well being, work arrangement is not a major predictor of productivity. The well-being itself has a significant positive impact on productivity but is not determined by work arrangement, meaning that it does not mediate. In general, this paper points out that the organizational and personal factors determine the employees' productivity more than the remote working, hybrid, or on-site working.

***Index Terms**—Remote work, Hybrid work, Productivity, Econometrics, Well-being, Mediation, ANOVA, Regression.*

Do Green Bonds Deliver Both Financial Returns and Environmental Benefits?

Evidence from the Indian Bond Market (2015–2025)

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Abstract:

Green bonds have become an important component of sustainable finance, particularly in emerging economies where climate-related investment needs are substantial. India has witnessed a steady expansion of its green bond market since 2015, supported by regulatory reforms, institutional participation, and sovereign issuances. This study examines whether green bonds in India deliver both competitive financial returns and measurable environmental benefits. Using issuance-level data on Indian green bonds from 2015 to 2025, the study analyses yield behaviour relative to benchmark government securities and evaluates environmental outcomes based on use-of-proceeds disclosures and post-issuance reporting. The empirical analysis combines descriptive statistics, yield spread comparisons, and regression-based controls for credit rating, maturity, issuer type, and time effects. The results indicate the presence of a modest but statistically significant greenium, suggesting that green bonds are issued at slightly lower yields than comparable conventional bonds without compromising risk-adjusted returns. Environmental analysis shows that green bond proceeds in India are predominantly allocated to renewable energy, clean transportation, and sustainable urban infrastructure, with reporting quality improving after regulatory revisions. The findings suggest that green bonds in India function as an effective market-based instrument for climate finance, although further progress is needed in standardisation, reporting consistency, and market depth. The paper contributes empirical evidence from an emerging economy and offers policy-relevant insights for strengthening India's sustainable finance framework.

Keywords: Green bonds, greenium, sustainable finance, Indian bond market, climate finance, ESG

A Study on Social Media Addiction and its effects on Academic Performance of Under Graduate Students.

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Abstract:

In today's modern environment, social media plays a very vital role in Undergraduate students lives and it offers wide variety of offers and benefits as well as negativities. Also, it leads to adverse addiction and effects the academic performances, if social media is used adversely. The current research shows the discussion as how higher level of social media usage leads to risk of stress, distraction and reduced concentration. The present study is the conceptual research which helps to examine the level of social media addiction among undergraduate students, analyse its relationship with academic performance, and identify the impact of time spent on social media on study habits and concentration levels. This research is based on secondary data collected from books, journals, reports and published research articles. In Earlier studies, it highlights that social media can support academic activities when used for educational purposes, but overuse for entertainment and non-academic activities may reduce concentration, increase stress and affect students' overall well-being. Incidents such as harmful online challenges also emphasize the importance of digital safety and responsible usage. This paper finally concludes that, maintaining effective balance and usage of social must be learnt by the Under graduate students. Digital safety and healthy online habits and its awareness must be inculcated by the educational institutions and parents. When used properly, social media can support learning and communication if it is effectively used. But if misused, it can harm academic success and mental health. Hence, controlled and mindful usage is the key to better academic performance and overall well-being.

Keywords: Social media, Addiction of social media, Academic performance, Under graduate students.

Measuring Workplace Mental Health for Sustainable Organizational
Transformation: Development of a Mental Health Sustainability Index
(MHSI)

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Abstract

Workplace mental health has emerged as a strategic issue in the organizational environment, which has been impacted by the dynamics of digital revolution, economic volatility, and the escalating psychosocial challenges of the modern workplace. Although extensive literature has been published on the variables of burnout, stress, engagement, and well-being, these have generally been investigated as isolated constructs without integrating these variables into a unified model of sustainability-oriented organizational performance. The concept of sustainability within organizations has expanded from its earlier scope of organizational and environmental sustainability to include aspects of human capital sustainability, workforce sustainability, and organizational flexibility. The World Health Organization (2022) states the losses in terms of decreased productivity due to depression and anxiety disorders across the world are estimated, more than \$1 trillion each year. In a similar study, it was found by the International Labor Organization (2022) that mental health issues do impact the workforce in terms of absenteeism and turnover. This conceptual secondary research aims to create a relationship between the variables of workplace mental health and sustainable organizational transformation by synthesizing the empirical literature, global institutional reports, and findings to propose a model of the Mental Health Sustainability Index (MHSI). The five variables of the MHSI model comprise Burnout Stability Score, Absenteeism Impact Ratio, Engagement Sustainability Score, Psychological Safety Index, and Retention Sustainability Rate.

Keywords: Workplace Mental Health, Organizational Sustainability, Mental Health Sustainability Index (MHSI), Psychological Safety, Human Capital Resilience

**TECHNOLOGICAL–INSTITUTIONAL CAPABILITY FRAMEWORK FOR
CIRCULAR ECONOMY ADOPTION IN SMALL AND MEDIUM ENTERPRISES
(SMEs)**

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Abstract

The inclusion of SMEs in the transition towards a Circular Economy (CE) represents a vital step toward sustainable development; however, SMEs are still slow to adopt CE practices, and unknowns remain regarding CE adoption levels in SMEs. Therefore, using a systematic review and synthesis of recent empirical studies, this study develops an original Technology-Institutional Capability Framework that captures both internal digital and innovation capabilities and external institutional forces to explain the variability in CE adoption levels and performance outcomes. Key Findings highlight that Small Medium Enterprises (SMEs) adopting digital innovation, with strong commitment to the concept of leadership and supportive public policies are likely to realize greater Circular Economy (CE) integration and resilience than those not doing so. At the same time, consistent barriers to CE adoption, including financial constraints and ambiguity regarding regulations, will primarily affect the least technologically advanced SMEs, thus producing disparate rates of CE Adoption Across Contexts.

By integrating diverse types of knowledge within the changing institutional environment, this study provides SME managers with guidelines to create flexible technological capacities and to develop strategies that promote the creation of inclusive circular economy systems. Future studies will be able to test the TICF empirically and utilize it across sectors.

Keywords: Circular economy, small and medium-sized enterprises, digital capabilities, institutional framework, sustainable business models.

THE INVISIBLE BOSS: A MODERATED MEDIATION ANALYSIS OF THE PSYCHOLOGICAL IMPACT OF AI MONITORING ON EMPLOYEE BURNOUT

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ABSTRACT

The growing adoption of artificial intelligence (AI) monitoring systems in modern workplaces has significantly changed how employee performance is evaluated and managed. While such systems are often introduced to improve efficiency and productivity, concerns have emerged regarding their possible psychological impact on employees. This **study** investigates how AI monitoring intensity influences employee burnout, focusing on the mediating role of psychological pressure and the moderating role of psychological safety. The research is grounded in the Job Demands-Resources (JD-R) model and Conservation of Resources (COR) theory, which explain how workplace demands and resources shape employee well-being. A quantitative research approach was adopted, and data were collected from 170 respondents working across different industries. Statistical analysis was conducted using reliability and validity assessment, correlation analysis, and Hayes' PROCESS Macro, including Model 4 (mediation) and Model 58 (moderated mediation). The findings indicate that higher levels of AI monitoring significantly increase psychological pressure among employees, which subsequently leads to greater burnout. The mediation analysis confirms that psychological pressure partially explains the relationship between AI monitoring and burnout. Furthermore, the moderated mediation results show that psychological safety reduces the negative impact of psychological pressure on burnout, suggesting that supportive organizational environments can buffer the harmful effects of monitoring practices. Overall, this study contributes to understanding the psychological consequences of technology-driven performance management by showing that AI monitoring can act as a workplace demand capable of increasing employee stress and burnout. The findings highlight the importance of balancing technological monitoring with human-centred organizational practices that promote psychological safety and employee well-being.

Keywords: *AI monitoring, psychological pressure, employee burnout, psychological safety, mediation, moderated mediation*

A REINFORCEMENT LEARNING–DRIVEN AGENTIC MULTI-AGENT ARCHITECTURE FOR AUTONOMOUS ACADEMIC DECISION OPTIMIZATION IN HIGHER EDUCATION SYSTEMS

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Abstract

Artificial Intelligence (AI) systems in higher education have predominantly focused on predictive analytics and recommendation engines that assist instructors but lack autonomous decision-making capabilities. Emerging developments in Agentic Artificial Intelligence introduce goal-directed systems capable of perceiving learning environments, reasoning over objectives, planning interventions, and executing actions independently. This study proposes a reinforcement learning–driven agentic multi-agent architecture designed to autonomously optimize academic decision-making and enhance undergraduate student outcomes.

The proposed framework models student progression as a Markov Decision Process and integrates learner state modeling, policy optimization, pedagogical action execution, and outcome evaluation within a closed-loop autonomous system. A Deep Q-Network (DQN) algorithm dynamically selects optimal interventions based on reward maximization, incorporating academic performance, engagement, and dropout risk reduction as optimization objectives.

Experimental validation was conducted using a longitudinal dataset of 100 undergraduate students over one academic year, comprising 1000 behavioral interaction records and 40 features. Comparative analysis against Logistic Regression, Random Forest, and LSTM models demonstrates a 93% prediction accuracy and 37% dropout risk reduction. Statistical significance testing (ANOVA, $p < 0.05$) confirms robustness of performance gains.

The findings indicate that agentic AI transforms educational analytics from passive monitoring systems into autonomous optimization ecosystems. The proposed framework contributes a scalable, ethically governed model for intelligent academic support infrastructures in higher education institutions.

Keywords

Agentic Artificial Intelligence; Reinforcement Learning; Multi-Agent Systems; Autonomous Decision-Making; Learning Analytics; Higher Education AI; Deep Q-Network; Adaptive Educational Systems

CUSTOMER-BASED BRAND EQUITY AND PURCHASE INTENTIONS: A STUDY OF GEN Z CONSUMERS IN INDIA'S FMCG INDUSTRY

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Abstract: Therefore, this research aimed to understand the effect of a diverse number of Customer-Based Brand Equity (CBBE) factors on purchase decisions of Gen Z Indian consumers of the FMCG

sector. The study was conducted through a qualitative approach, because it was required to gather data on Gen Z consumers in big Indian metro areas based on 22 items as the basis of the questionnaire (Mukherjee et al., 2023; Saha et al., 2021). They were Gen Z people who were requested to fill a 22-question survey regarding their loyalty to this or that specific brand. The reliability was very high, suggesting that the questionnaire was very reliable and consistent (Cronbachs Alpha = 0.954 and McDonalds Omega = 0.952).

It was shown that Brand Loyalty has the greatest influence on purchase intention. That is, if customers of Gen Z tend to purchase from a brand in question, they would repurchase if they are loyal. Loyalty level, which determines the level of purchase decisions, is considered second. The Brand Image was shown to guide loyalty more than the perceived quality. This means that if you were to analyze the Gen Z customers (as the research will show), they care about brand attitude and what it signifies, but not the quality of the product. Hence, the firms in FMCG are not going to be able to depend on the quality of products alone. They're also supposed to forge powerful, affective, and resonant brand images, if Gen Z is to be your long-term customer.

Keywords: *Customer-Based Brand Equity, Gen Z, FMCG India, Purchase Intention, Brand Loyalty.*

ROLE OF EMERGING TECHNOLOGIES IN INTERNET OF THINGS (IOT) AND SMART SYSTEMS

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Abstract

The Internet of Things has taken off in recent years. It ties everyday items to the internet. Think sensors in your home, fridges that order food, or machines on factory floors. These gadgets grab data and swap it back and forth. That makes whole systems run smoother and handle tasks on their own. This study digs into IoT at its core. It breaks down the main idea, the basic structure, top uses, and rollout snags. The setup stacks up in layers. Devices sit at the bottom to sense things. Networks link them up. Clouds store the flood of info. Apps turn it all into smart actions. We pull facts from school journals, deep research papers, and trusted online libraries. These sources track IoT's quick rise and real value. IoT pops up everywhere now. In health care, wrist bands watch heartbeats and alert doctors fast. Smart cities tweak street lights based on car flow to cut jams. Farms plant soil probes that check water levels and tweak sprinklers right away. Factories run gear that spots wear before it breaks and boosts output. Roadblocks hold it back, though. Hackers eye weak spots to snag data. People fret over private lives exposed in shared info streams. Plus, no single set of rules means devices from brands don't always talk easy. Cloud tech holds massive data piles. Data tools crunch numbers for sharp calls. These pair with IoT to speed its spread. The study wraps up strong IoT stands ready to remake tech setups. It promises sharper, tighter-knit spots for life down the road.

Keywords: *Internet of Things, Smart Devices, IoT Applications, Automation, Connected Systems*

COMPREHENSIVE OVERVIEW OF BLOCKCHAIN TECHNOLOGY: ARCHITECTURE, CONSENSUS MECHANISMS, APPLICATIONS, AND FUTURE TRENDS

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Abstract:

Blockchain technology is a safe, decentralized digital ledger that eliminates the need for centralized authorities and allows for transparent, tamper-resistant data management. An overview of blockchain architecture is given in this chapter, including its fundamental elements such as digital signatures, cryptographic hashing, blocks, and consensus techniques like Proof of Work and Proof of Stake. Additionally, it covers the many kinds of blockchains as well as how smart contracts and decentralized apps (dApps) facilitate automated and trustless interactions. The paper also emphasizes important blockchain applications in cybersecurity, supply chain, healthcare, and finance. Significant obstacles, including security, privacy, scalability, and legal concerns, are also looked at. Lastly, new developments are examined, highlighting blockchain's potential to change digital systems in the future. These developments include integration with artificial intelligence and other cutting-edge technology.

Keywords: *Blockchain, Decentralized, Cryptocurrencies, Bitcoin, Ethereum*

THE IMPACT OF WORKFORCE DIVERSITY, EQUITY AND INCLUSION PRACTICES ON ORGANIZATIONAL SUSTAINABILITY

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Abstract:

Sustainable Human Resource Management (HRM) emphasizes long-term organizational growth through ethical, responsible, and people-oriented practices. Within this framework, Diversity, Equity, and Inclusion (DEI) have become essential elements that influence both employee well-being and organizational performance. This study examines the impact of workforce diversity, fair HR policies, and an inclusive workplace culture on employee engagement and overall effectiveness. It focuses on how DEI initiatives contribute to important outcomes such as productivity, innovation, employee retention, and long-term sustainability. It also explores the mechanisms through which these outcomes are achieved. The research is based on a secondary data approach, using peer-reviewed journal articles, industry reports, and case studies published between 2019 and 2025. Content analysis and comparative methods are applied to link DEI practices with HR outcomes such as turnover rates, employee satisfaction, and innovation indicators like new product development and process improvements. The study also reviews ESG-related HR disclosures of organizations that integrate DEI into their sustainability strategies.

The findings show that organizations adopting DEI practices experience higher productivity, greater innovation, and lower voluntary turnover. Employees in inclusive environments report stronger engagement, increased psychological safety, and higher commitment. These factors contribute to improved and sustained organizational performance. Overall, the study concludes that DEI is a strategic driver of sustainability, strengthening the social dimension of ESG while enhancing organizational reputation, stakeholder trust, and long-term success.

Keywords: *Diversity, Inclusion, Equity, Human Resource, Sustainability*

THE IMPACT OF MINDFULNESS, EMOTIONAL INTELLIGENCE, AND PERCEIVED STRESS ON JOB SATISFACTION AMONG EDUCATORS IN PUNE

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Abstract

This study studies the correlation of Emotional Intelligence (EI), Mindfulness and Perceived Stress on Job Satisfaction of the Educators living in Pune, India. As the psychological and professional pressures being faced by teachers become both more intense (and growing) we find it critically important to understand what psychological resources at an individual level lead to professional fulfilment and what factors impair it.

Primary data were collected from 57 educators, through a structured online questionnaire containing validated scales: the Mindful Attention Awareness Scale (Brown & Ryan, 2003), the Perceived Stress Scale (Cohen et al., 1983), and the Job Satisfaction Survey (Spector, 1985). Reliability and validity tests demonstrated that most constructs had acceptable internal consistency with Cronbach's Alpha coefficients of 0.41 to 0.62, and factor loadings typically above 0.60, although two items indicating significantly lower loadings acknowledged as measurement constraints.

Descriptive statistics, correlation analysis and path analysis were performed in both SPSS and SmartPLS. The path analysis resulted in an important conclusion – Emotional Intelligence was positively and significantly associated with Job Satisfaction (path coefficient = 0.277, $p < 0.05$). On the other hand, Mindfulness and Perceived Stress had no significant direct effect on Job Satisfaction in the structural model, hinting that their effects may be moderated/semi-mediated.

Nevertheless, correlation analysis indicated that there was a significant bivariate relationship to each of four constructs. The findings highlight the role of Emotional intelligence as a predictor of professional wellbeing for teachers. The findings in this study inform psychological research in educational settings and bring empirical implications beyond theory that have practical implications for teacher development and school wellness programs. These are the keywords: Emotional Intelligence, Mindfulness, Perceived Stress, Job Satisfaction, Educators, Path analysis, Pune, India

Keywords: Emotional Intelligence, Mindfulness, Perceived Stress, Job Satisfaction, Educators,

NAVIGATING THE GREEN FRONTIER: INTERNATIONAL TRADE AS A PILLAR FOR GLOBAL ECONOMIC RESILIENCE AND SUSTAINABLE DEVELOPMENT

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Abstract

The global economy in the 21st century faces a dual challenge: the need for robust economic resilience in an era of increasing volatility and the urgent requirement for environmental sustainability. This research paper explores the intersection of international trade and sustainable development, arguing that trade, when properly managed through green policies and financial frameworks, is a vital pillar for global economic resilience and long-term environmental stability. By examining the role of Global Value Chains (GVCs), the rise of environmental goods and services (EGS), and the impact of emerging policy instruments like the Carbon Border Adjustment Mechanism (CBAM), this study highlights how trade can drive the achievement of the Sustainable Development Goals (SDGs). Furthermore, it discusses the critical role of sustainable trade finance and ESG criteria in ensuring financial sustainability. The paper concludes with policy recommendations aimed at bridging the green divide and strengthening multilateral cooperation to foster an inclusive, resilient, and sustainable global trade system.

Keywords: *International Trade, Sustainable Development, Economic Resilience, Green Finance, Global Value Chains.*

ROLE OF INTERNATIONAL TRADE IN SUSTAINABLE DEVELOPMENT

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Abstract

This study analyses the changing connection between international trade and sustainable development within a framework of structural, technological, and institutional changes in the global economy. Breaking from earlier efficiency-based trade models, it accounts for recent developments like the COVID-19 pandemic, digitalization and the Sustainable Development Goals (SDGs) in exploring how trade systems respond to multi-faceted shocks and sustainability demands. A systematic review (SLR) method is applied to analyze theoretical, empirical, and policy contributions, exploring the drivers which help trade reinforce sustained economic, social, and environmental performance. The analysis finds evidence of a structural shift away from a goods-based trade system toward one that focuses on services, digital trade and knowledge-intensive value chains. Despite demonstrating robustness in the face of geopolitical and pandemic shocks, global trade patterns and sustainability performance are shaped by governance strength, quality of institutions and policy coherence. The review also reveals an increased prominence for green technology development and corporate governance in shaping the link between trade and SDG goals. Yet substantial differences remain between developing and developed economies regarding the strength of their financial market depth, digital capabilities and policy instruments. In light of these findings, the study posits that an effective international trade system is one which merges digital transition and environmental sustainability, through coherent international governance.

Keywords: *International trade, sustainable development, global value chains, digital trade, SDGs, trade resilience.*

TECHNOLOGY-ENABLED HR INNOVATION AND SUSTAINABLE EMPLOYABILITY: A STUDY ON PSYCHOLOGICAL WELL-BEING OF IT PROFESSIONALS IN HYBRID WORK ENVIRONMENTS

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Abstract

The rapid expansion of hybrid work arrangements has significantly accelerated the adoption of technology-enabled human resource (HR) innovation in organizations, particularly in the information technology sector. Digital HR platforms such as artificial intelligence (AI)-based performance systems, HR analytics dashboards, and online learning platforms are increasingly utilized to improve workforce efficiency and flexibility. However, the implications of such technologies for employee psychological well-being and long-term employability remain insufficiently explored. This study investigates the influence of technology-enabled HR innovation on psychological well-being and sustainable employability among IT professionals working in hybrid work environments. The research also examines the moderating role of sustainable HR practices such as flexible work policies, mental health support, and career development initiatives. Using a quantitative research design, data were collected from 209 IT professionals in Pune through a structured questionnaire. Regression and moderation analyses were conducted using SPSS. The results reveal that technology-enabled HR innovation significantly predicts psychological well-being and sustainable employability. However, sustainable HR practices do not moderate the relationship between HR innovation and psychological well-being, while they significantly moderate the relationship between HR innovation and sustainable employability. The study contributes to sustainable HRM literature by integrating digital HR transformation with employee well-being and career sustainability.

Keywords: *HR technology, hybrid work, psychological well-being, sustainable employability, HR analytics, digital HRM*

ARTIFICIAL INTELLIGENCE-BASED ANALYSIS OF MOOD VARIATIONS AMONG COLLEGE STUDENTS DURING EXAMINATION PERIODS

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Abstract

Examination periods represent one of the most psychologically demanding phases in academic life, frequently resulting in heightened stress, anxiety, and emotional instability among students. In the context of the growing global student mental health crisis, there is an urgent need for scalable and cost-effective tools capable of monitoring and predicting psychological well-being during high-stress academic periods. This study proposes and validates an Artificial Intelligence (AI)-based framework to analyse and predict mood variations among college students during examination periods using structured survey data. A dataset comprising 60 undergraduate students was collected through Google Forms, incorporating demographic variables, Likert-scale stress indicators, self-reported mood states, behavioural changes, and open-ended textual responses. Feature engineering techniques were applied to compute a composite stress index, and six machine learning algorithms - Logistic Regression, Support Vector Machine (SVM), Random Forest, Decision Tree, XGBoost, and Gradient Boosting-were implemented using Python libraries including scikit-learn, XGBoost, and imbalanced-learn to classify students into low, moderate, and high stress categories. Sentiment analysis of open-ended responses was conducted using TextBlob and VADER to extract polarity patterns.

Logistic Regression achieved the highest classification accuracy of 91.67%, outperforming more complex ensemble models. Feature importance analysis identified concentration difficulty, reduced self-confidence, disturbing thoughts, and board examination stress as the strongest predictors of elevated stress levels. Statistical validation using chi-square testing revealed a significant association between gender and stress level ($\chi^2 = 8.47$, $p = 0.014$). Sentiment analysis indicated that 65% of responses reflected negative polarity, with 92% of high-stress students expressing negative sentiment. Pearson correlation analysis demonstrated significant relationships between total stress score and concentration difficulty ($r = 0.387$, $p = 0.022$), as well as an inverse correlation with happiness ($r = -0.412$, $p = 0.014$). The findings confirm that AI-driven survey analytics provide a scalable, interpretable, and cost-effective approach for early detection of psychological distress during examination periods. The proposed framework offers practical implications for implementing data-driven interventions to enhance student mental health support and academic performance outcomes.

Keywords: *Artificial Intelligence, Mood Analysis, Student Stress, Examination Anxiety, Machine Learning, Educational Analytics, Sentiment Analysis, Python*

FARM-TO-TABLE IN ONLINE BUSINESS AND E-COMMERCE: A CASE STUDY ON BLINK IT

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Abstract

The growing demand for fresh, sustainable, and locally sourced food has accelerated the adoption of the farm-to-table concept in the digital marketplace. This study examines the potential of integrating the farm-to-table model into online grocery platforms, with a specific focus on Blinkit, an Indian quick-commerce company. The research explores how this model influences consumer behaviour, marketing strategies, and long-term business sustainability within the e-commerce ecosystem. Primary data were collected through structured questionnaires administered to consumers, along with secondary insights from industry reports and academic literature. The findings indicate that consumers place high importance on freshness, transparency, and convenience when purchasing groceries online. A majority of respondents expressed willingness to pay a slightly higher price for guaranteed authenticity and farm-fresh quality, provided that trust and transparency are ensured through clear product sourcing information. The results also highlight the significant role of digital payment incentives and seamless checkout experiences in shaping purchase decisions. However, challenges related to pricing sensitivity, delivery efficiency, and consumer trust remain key barriers to large-scale adoption. The study concludes that implementing farm-to-table strategies can enhance competitive advantage, strengthen customer loyalty, and promote sustainable business practices if supported by transparent supply chains and effective digital marketing. The research provides practical recommendations for online grocery platforms seeking to align profitability with sustainability while supporting local agricultural communities.

Keywords: *Farm-to-Table, E-Commerce, Consumer Behaviour, Sustainable Business, Online Grocery, Blinkit, Digital Payment.*

A STUDY ON THE RELATIONSHIP BETWEEN PERSONALITY TRAITS AND SELF-ESTEEM AMONG STUDENTS IN PUNE CITY

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Abstract

Personality traits and self-esteem are fundamental psychological concepts that influence a person's behaviour, emotional stability, and their overall well-being. The present study aimed to examine the relationship between selected personality traits—Extraversion, Conscientiousness, and Neuroticism—and self-esteem among students in Pune city while also exploring Agreeableness and Openness. A sample of 41 participants was selected using convenience sampling. Data were collected using two standardized psychological instruments: the Rosenberg Self-Esteem Scale (RSES) and the Big Five Inventory-10 (BFI-10). Descriptive statistics and Pearson correlation analysis were used to analyze the data. The findings revealed moderate levels of personality traits and self-esteem among participants. Conscientiousness showed a negative correlation with the Guttman self-esteem score ($r = -0.2608$), indicating a tendency toward higher self-esteem among individuals with higher conscientiousness. Neuroticism showed a positive correlation ($r = 0.2168$), suggesting that higher neuroticism is associated with lower self-esteem. Extraversion showed a very weak relationship ($r = -0.0565$). However, none of the correlations reached statistical significance at $p < 0.05$. The study provides directional support for the relationship between personality traits and self-esteem but highlights the need for larger and more diverse samples for stronger conclusions.

Keywords: Personality traits, self-esteem, Big Five, extraversion, conscientiousness, neuroticism, students

EXPLORING EMERGING TECHNOLOGIES FOR CYBER SECURITY & PRIVACY

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Abstract:

The rapid growth of technology and internet usage has brought many benefits to society, but it has also increased the risk of cyber crimes and privacy issues. In recent years, India has experienced a significant rise in cybercrime cases due to increased digital transactions, online services, and widespread use of smartphones. According to the Indian Cyber Crime Coordination Centre (I4C), more than 740,000 cybercrime complaints were reported in just the first four months of 2024, and most of them were related to financial frauds such as online investment scams, phishing, and OTP fraud. Emerging technologies such as Artificial Intelligence, deep-fake technology, and automated tools are making cyber attacks more advanced and difficult to detect. Cybercriminals are now using techniques like identity theft, voice cloning, fake investment platforms, and social engineering to manipulate users and steal sensitive information. These threats not only affect individuals but also create serious risks for businesses, financial institutions, and government systems. At the same time, India is becoming one of the largest hubs for financial technology innovation. While digital payments and finTech services provide convenience and economic growth, they also create new cyber security challenges. Many organizations face issues such as shortage of skilled cyber security professionals, weak data protection systems, and dependence on third-party digital services. This research paper aims to study the impact of emerging technologies on cyber security and privacy, analyse the increasing trends of cybercrime, and understand the major risks faced by individuals and organizations. It also discusses possible solutions such as stronger cyber security policies, public awareness, advanced security technologies, and improved digital literacy to build a safer digital environment.

Keywords: Cyber Crime, Cyber Attack, Cyber Security, FinTech, Digital literacy.

WORKPLACE STRESS MANAGEMENT THROUGH YOGIC PRACTICES

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ABSTRACT

Workplace stress has emerged as a major concern in modern organizational settings due to increasing competition, workload pressure, and changing work environments. Prolonged stress not only affects employees' physical and psychological well-being but also reduces productivity and organizational efficiency. Hans Selye defined stress as the nonspecific response of the body to any demand, explaining that the body undergoes three stages—Alarm, Resistance, and Exhaustion—while coping with stress. In workplace contexts, unmanaged stress may lead to fatigue, anxiety, reduced concentration, absenteeism, and counterproductive work behavior.

Yoga, as a holistic mind-body practice integrating asanas, pranayama, and meditation, has gained recognition as an effective non-pharmacological intervention for stress management. The present study aims to examine the level of workplace stress among employees, analyze the impact of yogic practices on stress reduction, explore the relationship between yoga practice and employee productivity, and suggest suitable yogic interventions for stress management at the workplace.

Based on a review of existing literature, the study highlights that regular yogic practice helps regulate stress hormones, enhances emotional stability, improves concentration, and promotes overall well-being. Furthermore, yoga contributes to improved job performance, reduced absenteeism, and a positive organizational climate. The findings emphasize the importance of integrating structured yoga programs within workplace wellness initiatives to foster sustainable employee health and productivity.

Keywords: *Workplace Stress, Yogic Practices, Stress Management, Employee Productivity, Organizational Well-being*

YOGA FOR EMPLOYEE WELL-BEING AND SUSTAINABLE PRODUCTIVITY

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Abstract

In the context of increasing workplace stress, employee Stress, and declining engagement levels, organizations are actively seeking sustainable strategies to enhance workforce well-being and long-term productivity. While conventional stress management approaches often provide short-term relief, holistic interventions such as ‘Yoga’ offer integrative and preventive solutions. This study investigates the impact of yoga-based interventions on employee well-being and sustainable productivity within organizational settings.

The research adopts a conceptual-analytical design supported by an extensive review of peer-reviewed empirical studies, global occupational health reports, and classical yogic literature. The study examines the effects of structured yoga practices—including Asanas, Pranayama, and Dhyana—on psychological resilience, emotional regulation, cognitive performance, and work engagement. Evidence from existing research indicates that regular yoga practice significantly reduces perceived stress, lowers cortisol levels, enhances autonomic nervous system balance, and improves attention and decision-making capacity.

The findings suggest a positive correlation between yoga participation and reduced absenteeism, improved job satisfaction, enhanced teamwork, and sustainable performance outcomes. Furthermore, integrating yoga into Human Resource Management (HRM) sustainability practices aligns with the broader organizational goals of resilience, ethical growth, and employee-centered development.

The study proposes a structured workplace yoga implementation framework designed to support long-term human capital sustainability. It concludes that yoga functions not merely as a wellness initiative but as a strategic organizational intervention contributing to sustainable productivity and holistic workplace transformation.

Keywords:- Yoga, Employee Well-being, Sustainable Productivity, Workplace Stress

Management, HRM Sustainability

THE PSYCHOLOGY BEHIND IMPULSE BUYING OF GENERATION Z IN QUICK COMMERCE

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Abstract:

The rapid growth of quick commerce (Q-commerce) in India has significantly transformed everyday consumer purchasing behavior by offering unprecedented speed and convenience. With delivery timelines often measured in minutes, Q-commerce platforms have gained significant traction, particularly among Generation Z (Gen Z) consumers. Despite this growing relevance, empirical research examining the behavioral mechanisms underlying impulse buying within the Indian Q-commerce context has been limited. The aim of this research is to address this gap by investigating the factors that influence impulse buying behavior among Gen Z users. The focus of this research is on impulse buying behavior among Gen Z consumers aged 18 to 27 years.

Gen Z impulse buying behavior is greatly influenced by app design features like one-click checkout, limited-time offers, and scarcity cues. Situational factors, such as intimate gatherings, sporting events, and eleventh-hour requirements are also significant in leading to unplanned purchases. Furthermore, social media exposure, influencer recommendations, and peer behavior increase the fear of missing out (FOMO), leading to impulsive decision making. The emotion that drives late-night ordering behavior is primarily emotional and not rational and has been linked to boredom, stress, and lack of self-control.

This research suggests that the interaction between technological convenience, emotional states, and social influences results in impulse buying in Q-commerce. The findings provide valuable insight for marketers and platform managers, as well as pointing out the necessity for responsible marketing practices.

Keywords: Quick Commerce, Gen Z, Impulse Buying Behavior, Consumer Psychology, FOMO

OPTIMIZING E-HRM WITH GENERATIVE ARTIFICIAL INTELLIGENCE (GENAI): RECRUITMENT, LEARNING & DEVELOPMENT AND THE PATH TO SUSTAINABILITY

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Abstract:

The rapid integration of Generative Artificial Intelligence (GenAI) into Electronic Human Resource Management (E-HRM) is reshaping HR operations by enabling more efficient recruitment, personalized learning, and sustainable digital transformation. This paper synthesizes conceptual and empirical insights (2020–2025) on GenAI's role in HRM, with a focus on Recruitment Optimization, Adaptive Learning & Development (L&D), and sustainability outcomes. Grounded in a qualitative, secondary-data approach, the study articulates how GenAI enabled processes such as resume parsing, candidate engagement via AI chatbots, predictive analytics for workforce planning, and adaptive content generation contribute to time and energy-efficient HR workflows while advancing environmental, economic, and social dimensions of sustainability. We examine ethical considerations, data governance, bias mitigation, and governance mechanisms essential for responsible deployment. A conceptual framework is proposed:

GenAI Integration → HR Process Optimization → Sustainable Outcomes, highlighting technology, process, and governance interdependencies. Sectoral illustrations from IT

services, banking, healthcare, and manufacturing, retail, and government contexts demonstrate practical applicability, constraints, and sustainability implications. The discussion concludes with managerial implications, ethical challenges, and avenues for future research that connect GenAI capabilities to sustainable HR practices in diverse organizational settings.

Keywords: GeneAI, E-HRM, Recruitment, Learning & Development, Sustainability, AI Governance, bias mitigation, predictive analytics

Digital Integration in Green Supply Chains: A Strategic Framework for Sustainable Advantage

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Abstract:

The manufacturing industry has implemented sustainable business methods because of environmentally friendly regulations and stakeholder expectations and international market pressures. Green Supply Chain Management (GSCM) functions as a strategic method which helps organizations decrease their environmental effects while they boost their operational efficiency. The development of digital technology which includes Artificial Intelligence and Internet of Things and Big Data Analytics and Blockchain has started to change the way supply chains operate. The current research studies green environmental practices together with digital transformation separately without investigating how these two elements combine to create strategic value. The study presents a framework which combines Green Supply Chain Management practices together with digital technologies to create sustainable competitive advantages for manufacturing companies in India.

The paper presents an overview of current research which identifies essential green practices that include green procurement and eco-friendly production and sustainable warehousing and reverse logistics together with the digital technologies which support transparency and efficiency and traceability. The research demonstrates that digital integration enhances environmental performance and cost efficiency and risk management abilities and the organization's long-term competitiveness. The paper develops a conceptual model which advances the field of sustainable supply chain transformation research for developing countries. The framework offers business leaders practical guidance on how to connect environmental responsibilities with technological progress to create supply chains that can withstand future challenges.

Keywords: *Blockchain, Decentralized, Cryptocurrencies, Bitcoin, Ethereum*

Sustainable Supply Chain Management and Environmental Protection in Indian SMEs.

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Abstract:

Small and Medium Enterprises are very important for the economy of India. These Small and Medium Enterprises have a lot of trouble when it comes to the environment part of their work in the supply chain. There are more rules to protect the environment so Small and Medium Enterprises need to find ways to be sustainable and protect the environment at the same time. The main goal of this study is to find out about supply chain management practices that're good for the environment and can help Indian Small and Medium Enterprises without hurting how well they operate. This study wants to look at things like buying products, sustainable logistics and reducing waste that can help Small and Medium Enterprises work within their budget. The way this study was done was by collecting data from Small and Medium Enterprises through surveys and other information that already existed.

This study helps us understand more, about supply chain management and how it can help Indian Small and Medium Enterprises grow. It also gives advice to people who own Medium Enterprises and to people who work with them in countries that are still developing.

Keywords : *Sustainable Supply Chain, SME's, Environmental Protection India, Sustainability*

DIGITAL HR AND SUSTAINABLE WORKFORCE TRANSFORMATION:

A STUDY ON TECHNOLOGY-DRIVEN HR PRACTICES

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Abstract:

The rapid adoption of digital technologies in human resource management has revolutionized traditional workforce practices, opening up new avenues for organizational sustainability. This study delves into the role of Digital Human Resource Management (Digital HR) in fostering sustainable workforce transformation. The research aims to explore how digital tools, such as HR analytics, AI-driven recruitment, virtual training platforms, and employee self-service systems, contribute to an organization's long-term sustainability. Employing a quantitative research design, data was gathered from 120 employees across IT and service sector companies through a structured questionnaire. Statistical methods, including correlation and regression analysis, were used to assess the relationship between digital HR practices and workforce sustainability indicators like employee engagement, productivity, retention, and skill adaptability. The results indicate that organizations that implement digital HR systems experience greater efficiency, increased employee satisfaction, lower operational costs, and improved talent management. The study concludes that digital HR is more than just a technological upgrade; it's a strategic driver of sustainable workforce transformation. The research offers practical insights for HR managers and suggests further investigation into sector-specific digital maturity levels for long-term sustainability.

Keywords: Digital HR, Workforce Transformation, HR Analytics, Organizational Sustainability, Employee Engagement



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Prof. S. Petricia Leema

Faculty, Department of Management

An enthusiastic educator and researcher with a keen interest in sustainable business practices and innovation studies. She is actively involved in academic coordination and research publication initiatives.

Prof. Priti Khandve

Faculty, Department of Management

A dedicated academic professional with expertise in contemporary management practices and student mentoring. She has contributed to organizing academic and research-oriented events.

Prof. Preeti Brahmane

Faculty, Department of Management

An experienced faculty member with strong academic involvement in research activities and conference coordination. She is committed to promoting innovative learning methodologies.

