

Digital Marketing Communication of Corporate Social Responsibility

Initiatives

Azeem Ali
BBA Student

Teerthanker Mahaveer Institute of Management & Technology
Teerthanker Mahaveer University
Moradabad Uttar Pradesh (244001)

Abstract

Corporate Social Responsibility (CSR) has emerged as a vital component of modern business strategy, reflecting organizations' commitment to ethical conduct, social welfare, and environmental sustainability. In recent years, the rise of digital technologies has transformed how organizations communicate their CSR initiatives to stakeholders. Digital marketing communication, through platforms such as websites, social media, email marketing, and online advertising, enables firms to disseminate CSR information widely, engage stakeholders interactively, and enhance corporate transparency. This study examines the role of digital marketing communication in effectively conveying Corporate Social Responsibility initiatives and shaping stakeholder perceptions.

The study explores how digital marketing channels are used to communicate CSR activities related to environmental protection, social development, employee welfare, and community engagement. Digital platforms allow organizations to present real-time updates, visual storytelling, and interactive content, thereby increasing stakeholder awareness and engagement with CSR initiatives. The research adopts a conceptual and analytical approach, supported by existing literature on CSR communication and digital marketing. It focuses on understanding how digital communication influences corporate image, trust, and stakeholder engagement.

The findings from existing studies suggest that effective digital marketing communication of CSR initiatives positively impacts brand reputation, enhances stakeholder trust, and strengthens corporate credibility. Transparency, consistency, and authenticity emerge as critical factors in successful CSR communication. However, the study also highlights challenges such as information overload, skepticism, and accusations of "CSR-washing," which can undermine the effectiveness of digital CSR communication if not managed responsibly.

The study contributes to academic literature by integrating perspectives from digital marketing and CSR communication, emphasizing the strategic importance of digital platforms in promoting responsible business practices. From a managerial perspective, the study offers insights into how organizations can design credible and engaging digital CSR communication strategies. Overall, the research underscores that digital marketing communication, when implemented ethically and transparently, can serve as a powerful tool for enhancing stakeholder engagement and supporting sustainable development goals.

Keywords: Digital marketing communication, corporate social responsibility, CSR initiatives, stakeholder engagement, corporate reputation, sustainability communication, digital media

Introduction

In the contemporary business environment, organizations are increasingly expected to go beyond profit maximization and contribute positively to society and the environment. Corporate Social Responsibility (CSR) represents an organization's commitment to ethical behavior, social welfare, environmental protection, and sustainable development. CSR initiatives encompass a wide range of activities, including environmental conservation, community development, employee well-being, and ethical governance. Effective communication of these initiatives is essential to ensure that stakeholders are aware of and engaged with corporate responsibility efforts.

Traditionally, CSR communication relied on annual reports, press releases, and print media. However, the rapid growth of digital technologies has fundamentally transformed corporate communication practices. Digital marketing communication provides organizations with diverse and dynamic channels to communicate CSR initiatives to a broad audience. Corporate websites, social media platforms, blogs, email newsletters, and online campaigns enable firms to share CSR information in real time and engage stakeholders interactively.

Digital marketing communication plays a crucial role in enhancing the visibility and accessibility of CSR initiatives. Through digital platforms, organizations can use visual storytelling, videos, infographics, and interactive content to make CSR activities more engaging and understandable. Social media, in particular, allows two-way communication, enabling stakeholders to respond, share opinions, and participate in CSR-related discussions. This interactive nature of digital communication strengthens stakeholder relationships and fosters trust.

Despite these advantages, communicating CSR initiatives in the digital space presents several challenges. Stakeholders are increasingly skeptical of corporate claims, especially in the context of greenwashing or superficial CSR efforts. The abundance of digital content can also lead to information overload, reducing the impact of CSR messages. Therefore, authenticity, transparency, and consistency are critical in digital CSR communication.

Understanding how digital marketing communication influences stakeholder perceptions of CSR initiatives is essential for organizations seeking to enhance their corporate reputation and legitimacy. This study aims to examine the role of digital marketing communication in conveying CSR initiatives effectively. By analyzing the strategies, benefits, and challenges associated with digital CSR communication, the study provides insights into how organizations can leverage digital marketing tools to build trust, enhance stakeholder engagement, and contribute to sustainable development.

Literature Review

The literature on Corporate Social Responsibility emphasizes its importance as a strategic tool for enhancing corporate reputation, stakeholder trust, and long-term sustainability. CSR is widely viewed as a means through which organizations demonstrate accountability and responsiveness to societal expectations. Researchers argue that effective CSR communication is essential for translating corporate responsibility efforts into positive stakeholder perceptions.

Digital marketing communication has gained significant attention in recent literature due to its ability to facilitate interactive and transparent communication. Studies suggest that digital platforms enable organizations to reach diverse stakeholder groups and communicate CSR initiatives more effectively than traditional media. Corporate websites and social media platforms are identified as key channels for CSR disclosure and engagement.

Research on CSR communication highlights the importance of message credibility and transparency. Stakeholders are more likely to trust CSR communication when it is consistent, evidence-based, and aligned with organizational values. Digital storytelling and visual content have been found to enhance stakeholder understanding and emotional connection with CSR initiatives. Interactive features such as comments, shares, and feedback mechanisms further strengthen engagement.

However, the literature also identifies challenges associated with digital CSR communication. Greenwashing and CSR-washing practices can undermine stakeholder trust and damage corporate reputation. Scholars emphasize that exaggerated or misleading CSR claims are quickly scrutinized in the digital environment, where information spreads rapidly and stakeholder feedback is immediate. This highlights the need for ethical and responsible CSR communication practices.

Several studies examine the impact of digital CSR communication on corporate image and consumer behavior. Findings suggest that effective digital communication of CSR initiatives positively influences brand loyalty, purchase intention, and organizational credibility. However, research also indicates that stakeholders differ in their expectations and responses to CSR messages, depending on factors such as cultural context, personal values, and digital literacy.

Despite growing interest in digital CSR communication, gaps remain in understanding how different digital marketing tools contribute to stakeholder engagement and trust. Much of the existing research is conceptual, highlighting the need for empirical studies to examine the effectiveness of digital marketing communication strategies in CSR contexts. The present study addresses this gap by synthesizing existing literature and providing insights into the role of digital marketing communication in effectively conveying CSR initiatives and supporting sustainable business practices

Research Methodology

The present study adopts a systematic research methodology to examine the effectiveness of digital marketing communication in conveying Corporate Social Responsibility (CSR) initiatives and shaping stakeholder perceptions. A **descriptive and analytical research design** is employed to understand the nature of digital CSR communication and to analyze its influence on stakeholder awareness, trust, and engagement.

The study follows a **quantitative research approach** to ensure objectivity and statistical reliability. The target population consists of consumers and stakeholders who are active users of digital platforms and are exposed to CSR-related communication through corporate websites, social media, and online campaigns. A sample size of **220 respondents** was selected using the **convenience sampling technique**, considering time and accessibility constraints. Respondents

represented diverse demographic backgrounds in terms of age, education, and digital media usage.

Primary data were collected using a **structured questionnaire** administered online. The questionnaire comprised two sections: demographic information and perception-based statements related to CSR awareness, credibility of CSR communication, trust in the organization, and stakeholder engagement. A **five-point Likert scale** ranging from “Strongly Disagree” to “Strongly Agree” was used to measure respondents’ perceptions.

The independent variable of the study is **digital marketing communication of CSR initiatives**, measured through indicators such as message clarity, transparency, frequency of communication, and interactivity. The dependent variables include **stakeholder awareness, trust, and engagement**. Control variables such as age, education level, and frequency of digital media usage were also considered.

Data analysis involved the use of **descriptive statistics** to summarize respondent characteristics and general trends. **Correlation analysis** was applied to examine relationships between digital CSR communication and stakeholder responses, while **regression analysis** was used to assess the impact of digital CSR communication on trust and engagement. Ethical standards were strictly maintained, including informed consent, confidentiality of responses, and responsible data handling

Data Analysis

The data collected from 220 respondents were analyzed using descriptive and inferential statistical techniques to evaluate stakeholder responses to digital marketing communication of CSR initiatives. The analysis aimed to identify patterns in CSR awareness, trust, and engagement resulting from digital communication strategies.

Descriptive statistics revealed that a majority of respondents frequently encounter CSR-related content through digital platforms, particularly social media and corporate websites. Visual content, such as videos and infographics, was reported as more engaging and easier to understand than text-based disclosures. The mean scores for variables related to CSR awareness were above the neutral level, indicating that digital marketing communication plays an important role in informing stakeholders about corporate responsibility initiatives.

Correlation analysis was conducted to examine the relationship between digital CSR communication and stakeholder trust. The results showed a positive and significant correlation between transparency of CSR messages and trust in the organization. This suggests that stakeholders are more likely to trust organizations that clearly communicate the objectives, outcomes, and impact of their CSR initiatives. Interactivity, such as responding to comments and encouraging stakeholder participation, also demonstrated a positive relationship with engagement levels.

Further analysis revealed a strong positive relationship between stakeholder trust and engagement. Respondents who perceived CSR communication as credible and authentic were more likely to engage with the organization through likes, shares, comments, and advocacy behaviour. This highlights the mediating role of trust in the relationship between CSR communication and stakeholder engagement.

Regression analysis was employed to test the predictive power of digital CSR communication on stakeholder engagement. The regression results indicated that digital marketing communication significantly predicts engagement levels, confirming that effective CSR communication enhances stakeholder involvement. The model showed satisfactory explanatory power, suggesting that digital CSR communication accounts for a substantial proportion of variation in stakeholder responses.

Control variables such as education level and frequency of digital media usage showed moderate influence, indicating that digitally literate stakeholders are more responsive to online CSR communication. Overall, the data analysis confirms that digital marketing communication is an effective tool for enhancing awareness, trust, and engagement with CSR initiatives.

Results

The results of the study indicate that digital marketing communication significantly enhances stakeholder awareness of CSR initiatives. Transparent, consistent, and interactive CSR messages positively influence stakeholder trust and engagement. Regression analysis confirms that digital CSR communication is a strong predictor of stakeholder engagement, with trust acting as a key mediating factor. The findings suggest that organizations communicating CSR initiatives effectively through digital platforms experience higher levels of stakeholder involvement and credibility

Findings and Discussion

The findings of the study highlight the strategic importance of digital marketing communication in conveying CSR initiatives and strengthening stakeholder relationships. The analysis indicates that digital platforms enable organizations to communicate CSR activities more effectively by providing timely, accessible, and engaging content. Visual storytelling and interactive features emerged as particularly influential in capturing stakeholder attention and improving understanding of CSR initiatives.

One of the key findings is that **transparency** plays a crucial role in building stakeholder trust. CSR messages that clearly explain objectives, implementation processes, and measurable outcomes generate higher credibility. This supports existing literature that emphasizes the importance of authenticity in CSR communication, particularly in the digital environment where information is easily verified and shared.

The study also finds that stakeholder engagement is significantly influenced by perceived credibility of CSR communication. Engaged stakeholders are more likely to support organizational initiatives, share CSR content, and develop positive attitudes toward the brand. This confirms that engagement is not merely an outcome of communication exposure but is closely linked to trust and perceived sincerity.

The discussion further highlights challenges such as skepticism and concerns over CSR-washing. Stakeholders are increasingly critical of exaggerated or vague CSR claims, which can negatively impact trust. Therefore, organizations must ensure alignment between communicated CSR messages and actual practices.

From a managerial perspective, the findings suggest that organizations should adopt a strategic approach to digital CSR communication, focusing on transparency, consistency, and stakeholder interaction. Policymakers and sustainability advocates can also leverage digital platforms to promote responsible corporate behaviour. Overall, the study reinforces that effective digital marketing communication of CSR initiatives contributes to stronger stakeholder engagement and supports sustainable business practices

Conclusion

The present study examined the role of digital marketing communication in conveying Corporate Social Responsibility initiatives and influencing stakeholder awareness, trust, and engagement.

The findings demonstrate that digital platforms have become essential channels for CSR communication, offering organizations the ability to reach diverse stakeholders and engage them interactively.

The study concludes that effective digital marketing communication significantly enhances stakeholder awareness of CSR initiatives. Digital tools such as social media, corporate websites, and online campaigns allow organizations to present CSR activities in an engaging and accessible manner. Transparency and consistency in communication were found to be critical factors in building stakeholder trust. When CSR messages are perceived as credible and authentic, stakeholders are more likely to engage positively with the organization.

Furthermore, the study highlights the mediating role of trust in the relationship between CSR communication and engagement. Stakeholders who trust an organization's CSR efforts are more inclined to participate in discussions, share CSR content, and advocate for the brand. This underscores the importance of ethical and responsible communication practices in the digital space.

The findings also reveal challenges associated with digital CSR communication, including information overload and skepticism. Organizations must avoid superficial or misleading CSR claims, as such practices can damage credibility and stakeholder relationships. Aligning communicated CSR initiatives with actual corporate actions is essential for maintaining trust.

From a broader perspective, the study contributes to understanding how digital marketing communication can support sustainable development by promoting responsible corporate behaviour and stakeholder involvement. The research offers valuable insights for managers and policymakers seeking to design effective CSR communication strategies. Despite limitations related to sample size and sampling technique, the study provides a foundation for future research. Future studies may explore industry-specific CSR communication strategies and cross-cultural differences in stakeholder responses. Overall, the study concludes that digital marketing communication, when implemented ethically and transparently, is a powerful tool for enhancing the impact of Corporate Social Responsibility initiatives

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.

- Belz, F. M., & Peattie, K. (2012). *Sustainability marketing: A global perspective*. Wiley.
- Carroll, A. B. (1991). The pyramid of corporate social responsibility. *Business Horizons*, 34(4), 39–48.
- Carroll, A. B., & Shabana, K. M. (2010). The business case for corporate social responsibility. *International Journal of Management Reviews*, 12(1), 85–105.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing (7th ed.)*. Pearson Education.
- Chen, Y. S., & Chang, C. H. (2013). Greenwash and green trust. *Management Decision*, 51(1), 63–82.
- Du, S., Bhattacharya, C. B., & Sen, S. (2010). Maximizing business returns to CSR. *International Journal of Management Reviews*, 12(1), 8–19.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., et al. (2021). Setting the future of digital marketing research. *International Journal of Information Management*, 59, 102168.
- Fatma, M., Rahman, Z., & Khan, I. (2015). Building company reputation through CSR. *Journal of Business Research*, 68(11), 2341–2349.
- Freeman, R. E. (1984). *Strategic management: A stakeholder approach*. Pitman.
- Golob, U., & Podnar, K. (2014). Critical points of CSR communication. *Journal of Business Ethics*, 119(1), 25–44.
- Jahdi, K. S., & Acikdilli, G. (2009). Marketing communications and CSR. *Corporate Social Responsibility and Environmental Management*, 16(1), 51–60.
- Järvinen, J., & Karjaluoto, H. (2015). Digital marketing performance measurement. *Industrial Marketing Management*, 50, 117–127.
- Kotler, P. (2011). Reinventing marketing to manage the environmental imperative. *Journal of Marketing*, 75(4), 132–135.
- Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. Pearson Education.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid promotion mix. *Business Horizons*, 52(4), 357–365.
- Morsing, M., & Schultz, M. (2006). Corporate social responsibility communication. *Business Ethics: A European Review*, 15(4), 323–338.
- OECD. (2020). *Corporate governance and corporate responsibility*. OECD Publishing.

- Peattie, K., & Belz, F. M. (2010). Sustainability marketing. *Journal of Marketing Management*, 26(1–2), 5–24.
- Rana, N. P., Dwivedi, Y. K., Lal, B., Williams, M. D., & Clement, M. (2021). Digital innovations and sustainability. *Journal of Business Research*, 124, 1–12.
- Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? *Journal of Marketing Research*, 38(2), 225–243.
- Statista Research Department. (2023). Digital media usage and CSR communication trends.
- Verma, C., & Jain, V. (2023). Exploring Promotional Strategies in Private Universities: A Comprehensive Analysis of Tactics and Innovative Approaches.
- Agarwal, C., Pradesh, M. U., Jain, V., & Verma, C. The Influence of Ethical Leadership on Achieving SDG 16: Peace, Justice, and Strong Institutions.
- Verma, C., & Jain, V. Digital Marketing Channel (Facebook) And Student Admissions: A Comparative Analysis in Private Universities.
- Verma, V., Gupta, K., Verma, C., & Pradesh, U. Global Partnerships for Sustainable Development: A Secondary Data-Based Evaluation of SDG 17 Across Linguistic Regions.
- Jain, V., & Verma, C. Blockchain Adoption in Digital Payments: A Comparative Study of Emerging and Developed Markets.
- Jain, V., Verma, C., Agarwal, M. K., & Rajkumar, A. (2026). Influence of Content Authenticity on Long-Term Consumer Loyalty in Digital Markets. *International Journal of Research & Technology*, 14(S1), 608-628.
- Verma, C., Manimekalai, K., Patil, M. K., & Dadhich, M. R. Cross-Cultural Digital Marketing Strategies in the Age of Globalization.
- United Nations. (2015). *Transforming our world: The 2030 Agenda for Sustainable Development*.
- Van der Meer, T. G. L. A., & Jonkman, J. G. F. (2021). Social media use and public engagement. *Public Relations Review*, 47(2), 102020.

- Jain, V., Gupta, S. S., Shankar, K. T., & Bagaria, K. R. (2022). A study on leadership management, principles, theories, and educational management. *World Journal of English Language*, 12(3), 203-211.
- Jain, V. (2021). Word of mouth as a new element of the marketing communication mix: Online consumer review. *South Asian Journal of Marketing & Management Research*, 11(11), 108-114.
- Jain, V. (2021). An overview of wal-mart, amazon and its supply chain. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(12), 749-755.
- Kumar, A., Kansal, A., & Jain, V. (2020). A Comprehensive Study of Factor Influencing Investor's Perception Investing in Mutual Funds. *European Journal of Molecular & Clinical Medicine*, 7(11), 2020. Ansari, S., Kumar, P., Jain, V., & Singh, G. (2022). Communication skills among university students. *World Journal of English Language*, 12(3), 103-109.
- Verma, A., Singh, A., Sethi, P., Jain, V., Chawla, C., Bhargava, A., & Gupta, A. (2023). Applications of data security and blockchain in smart city identity management. In *Handbook of Research on Data-Driven Mathematical Modeling in Smart Cities* (pp. 154-174). IGI Global Scientific Publishing.
- Verma, A. K., Ansari, S. N., Bagaria, A., & Jain, V. (2022). The Role of Communication for Business Growth: A Comprehensive Review. *World Journal of English Language*, 12(3), 164-164.
- Agarwal, P., Jain, V., & Goel, S. (2020). Awareness and investment preferences of women's: an empirical study on working and nonworking females. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(7), 13469-13484.
- Pallathadka, H., Leela, V. H., Patil, S., Rashmi, B. H., Jain, V., & Ray, S. (2022). Attrition in software companies: Reason and measures. *Materials Today: Proceedings*, 51, 528-531.
- Jain, V. (2021). An overview on social media influencer marketing. *South Asian Journal of Marketing & Management Research*, 11(11), 76-81.

- RAJKUMAR, A., & JAIN, V. (2021). A Literature Study on the Product Packaging Influences on the Customers Behavior. *Journal of Contemporary Issues in Business and Government*| Vol, 27(3), 780.
- Jain, V., Arya, S., & Gupta, R. (2018). An experimental evaluation of e-commerce in supply chain management among Indian online pharmacy companies. *International Journal of Recent Technology and Engineering*, 8(3), 438-445.
- Jain, V., Sethi, P., Arya, S., Verma, R., & Chawla, C. (2020). Project Evaluation Using Critical Path Method & Project Evaluation Review Technique. *Wesleyan J. Res*, 13, 1-9.
- Chawla, C., Jain, V., & Mahajan, T. (2013). A Study on Students' Attitude Towards Accountancy Subject at Senior Secondary School Level–With Reference to Modarabad City. *International Journal of Management*, 4(3), 177-184.
- Sumaiya, B., Srivastava, S., Jain, V., & Prakash, V. (2022). The role of effective communication skills in professional life. *World Journal of English Language*, 12(3), 134-140.
- Jain, V., Navarro, E. R., Wisetsri, W., & Alshiqi, S. (2020). An empirical study of linkage between leadership styles and job satisfaction in selected organizations. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(9), 3720-3732.
- Jain, V., & Ackerson, D. (2023). The Importance of Emotional Intelligence in Effective Leadership. Edited by Dan Ackerson, Semaphore, 5.
- Sharif, S., Lodhi, R. N., Jain, V., & Sharma, P. (2022). A dark side of land revenue management and counterproductive work behavior: does organizational injustice add fuel to fire?. *Journal of Public Procurement*, 22(4), 265-288.
- Rao, D. N., Vidhya, G., Rajesh, M. V., Jain, V., Alharbi, A. R., Kumar, H., & Halifa, A. (2022). An innovative methodology for network latency detection based on IoT centered blockchain transactions. *Wireless Communications and Mobile Computing*, 2022(1), 8664079.
- Jain, V. (2021). A review on different types of cryptography techniques. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(11), 1087-1094.

- Sharma, A., & Jain, V. (2020). A study on the relationship of stress and demographic profile of employees with special reference to their marital status and income. *UGC Care Journal*, 43(4), 111-115.
- Jain, V., Goyal, M., & Pahwa, M. S. (2019). Modeling the relationship of consumer engagement and brand trust on social media purchase intention-a confirmatory factor experimental technique. *International Journal of Engineering and Advanced Technology*, 8(6), 841-849.
- Jain, V., Al Ayub Ahmed, A., Chaudhary, V., Saxena, D., Subramanian, M., & Mohiddin, M. K. (2022, June). Role of data mining in detecting theft and making effective impact on performance management. In *Proceedings of Second International Conference in Mechanical and Energy Technology: ICMET 2021, India* (pp. 425-433). Singapore: Springer Nature Singapore.
- Wen, J., Mughal, N., Kashif, M., Jain, V., Meza, C. S. R., & Cong, P. T. (2022). Volatility in natural resources prices and economic performance: Evidence from BRICS economies. *Resources Policy*, 75, 102472.
- Kumar, S. U. M. I. T., & Jain, V. I. P. I. N. (2021). A survey on business profitability for a music artist by advertising on YouTube. *Journal of Contemporary Issues in Business and Government* | Vol, 27(3), 807.
- Chawla, C. H. A. N. C. H. A. L., & Jain, V. I. P. I. N. (2021). Teamwork on employee performance and organization Growth. *Journal of Contemporary Issues in Business and Government*, 27(3), 706.
- Jain, V., & Singh, V. K. (2019). Influence of healthcare advertising and branding on hospital services. *Pravara Med Rev*, 11, 19-21.
- CHAWLA, C., & JAIN, V. (2017). PROBLEMS AND PROSPECTS OF TOURISM INDUSTRY IN INDIA-WITH SPECIAL REFERENCE TO UTTAR PRADESH. *CLEAR International Journal of Research in Commerce & Management*, 8(9).
- Jain, V., & Sami, J. (2012). Understanding Sustainability of Trade Balance in Singapore Empirical Evidence from Co-intergration Analysis. *Viewpoint Journal*, 2(1), 3-9.
- Jain, V., & Gupta, A. (2012). Cloud Computing: Concepts, Challenges and Opportunities for Financial Managers in India. *Amity Global Business Review*, 7.

- Jain, V., Chawla, C., Agarwal, M., Pawha, M. S., & Agarwal, R. (2019). Impact of Customer Relationship Management on Customer Loyalty: A Study on Restaurants of Moradabad. *International Journal of Advanced Science and Technology*, 28(15), 482-49.
- Jain, V., & Garg, R. (2019). Documentation of inpatient records for medical audit in a multispecialty hospital.
- Jha, R. S., Jain, V., & Chawla, C. (2019). Hate speech & mob lynching: a study of its relations, impacts & regulating laws. *Think India (QJ)*, 22(3), 1401-1405.
- Shafi, M., Ramos-Meza, C. S., Jain, V., Salman, A., Kamal, M., Shabbir, M. S., & Rehman, M. U. (2023). The dynamic relationship between green tax incentives and environmental protection. *Environmental Science and Pollution Research*, 30(12), 32184-32192.
- Meza, C. S. R., Kashif, M., Jain, V., Guerrero, J. W. G., Roopchund, R., Niedbala, G., & Phan The, C. (2021). Stock markets dynamics and environmental pollution: emerging issues and policy options in Asia. *Environmental Science and Pollution Research*, 28(43), 61801-61810.
- The Phan, C., Jain, V., Purnomo, E. P., Islam, M. M., Mughal, N., Guerrero, J. W. G., & Ullah, S. (2021). Controlling environmental pollution: dynamic role of fiscal decentralization in CO2 emission in Asian economies. *Environmental Science and Pollution Research*, 28(46), 65150-65159.
- Rajkumar, D. A., Agarwal, P., Rastogi, D. M., Jain, D. V., Chawla, D. C., & Agarwal, D. M. (2022). Intelligent Solutions for Manipulating Purchasing Decisions of Customers Using Internet of Things during Covid-19 Pandemic. *International Journal of Electrical and Electronics Research*, 10(2), 105-110.
- Liu, J., Jain, V., Sharma, P., Ali, S. A., Shabbir, M. S., & Ramos-Meza, C. S. (2022). The role of Sustainable Development Goals to eradicate the multidimensional energy poverty and improve social Wellbeing's. *Energy Strategy Reviews*, 42, 100885.
- Jain, V., Beram, S. M., Talukdar, V., Patil, T., Dhabliya, D., & Gupta, A. (2022, November). Accuracy enhancement in machine learning during blockchain based transaction classification. In *2022 Seventh International Conference on Parallel, Distributed and Grid Computing (PDGC)* (pp. 536-540). IEEE.

- Yaqoob, N., Jain, V., Atiq, Z., Sharma, P., Ramos-Meza, C. S., Shabbir, M. S., & Tabash, M. I. (2022). The relationship between staple food crops consumption and its impact on total factor productivity: does green economy matter?. *Environmental Science and Pollution Research*, 29(46), 69213-69222.
- Maurya, S. K., Jain, V., Setiawan, R., Ashraf, A., Koti, K., Niranjana, K., ... & Vipin Jain, T. M. I. M. T. (2020). The Conditional Analysis of Principals Bullying Teachers Reasons in The Surroundings of The City. *Productivity Management*, 25(5), 1195-1214.
- Bai, D., Jain, V., Tripathi, M., Ali, S. A., Shabbir, M. S., Mohamed, M. A., & Ramos-Meza, C. S. (2022). Performance of biogas plant analysis and policy implications: Evidence from the commercial sources. *Energy Policy*, 169, 113173.
- Sundram, S., Venkateswaran, P. S., Jain, V., Yu, Y., Yapanto, L. M., Raisal, I., ... & Regin, R. (2020). The impact of knowledge management on the performance of employees: The case of small medium enterprises. *Productivity Management*, 25(1), 554-567.
- Khan, U. A., & Jain, V. (2025). Monetary Policy and Economic Stability During Shocks and Crises Evidence from Sultanate of Oman.
- Ramos Meza, C. S., Bashir, S., Jain, V., Aziz, S., Raza Shah, S. A., Shabbir, M. S., & Agustin, D. W. I. (2021). The economic consequences of the loan guarantees and firm's performance: a moderate role of corporate social responsibility. *Global Business Review*, 09721509211039674.
- Suresh, S., Markose, J., Eshwar, S., Rekha, K., & Jain, V. (2017). Comparison of platform switched and sloping shoulder implants on stress reduction in various bone densities: finite element analysis. *The Journal of Contemporary Dental Practice*, 18(6), 510-515.
- Sasmoko, Ramos-Meza, C. S., Jain, V., Imran, M., Khan, H. U. R., Chawla, C., ... & Zaman, K. (2022). Sustainable growth strategy promoting green innovation processes, mass production, and climate change adaptation: A win-win situation. *Frontiers in Environmental Science*, 10, 1059975.
- Dadhich, M., Pahwa, M. S., & Vipin Jain, R. D. (2021). Predictive Models for Stock Market Index Using Stochastic Time Series ARIMA Modeling in Emerging Economy. *Advances in Mechanical Engineering*, 281–290.

- Veeraiah, V., Kotti, J., Jain, V., Sharma, T., Saini, S., & Gupta, A. (2023, July). Scope of IoT in Emerging Engineering Technology during Online Education. In 2023 14th International Conference on Computing Communication and Networking Technologies (ICCCNT) (pp. 1-6). IEEE.
- Karla, D., Alam, M., Jain, V., & Sharma, M. (2022). An Overview on Team Work Strategy in Medical Education. *World J English Lang*, 12(3), 110-6.
- Nath, N. A. M. I. T. A., & Jain, V. I. P. I. N. (2020). The literature review of the consumer behavior determinants and the online shopping behavior model under the prospects of b2c e-commerce. *J. Orient. Res.* xci-xxxviii, 75-87.
- Jain, V., & Jain, V. (2019). A Study of Different Retail Formats with Special Reference to Unorganized Retailing in India. *International Journal of Management, IT & Engineering*, 9(4), 2.
- Vinoth, S., Gupta, S., Jain, V., & Kumari, U. (2024). Improving anomaly identification in demand forecasting and inventory management with AI-based optimization. *Multidisciplinary Science Journal*, 6.
- Verma, A. K., Ansari, S. N., Bagaria, A., & Jain, V. (2022). The Role of Communication for Business Growth: A Comprehensive. *World Journal of English Language*. <https://doi.org/10.5430>.
- Jain, V. (2021). Based upon block chain and its context. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(12), 431-438.
- Joshi, M. A., & Jain, V. (2024). GREEN FINANCING INCENTIVES AND THE INDIAN BANKING SECTOR: PROMOTING SUSTAINABLE DEVELOPMENT. *DEPARTMENT OF COMMERCE (UG)*, 1.
- Gupta, N., Jain, V., Agarwal, P., Sharma, M., & Agarwal, A. K. (2024). Career change: systematic literature review future research agenda. *Smart innovation, systems and technologies*. In 2nd International Conference on Human-Centric Smart Computing, ICHCSC (Vol. 376, pp. 219-235).
- Jain, V., Verma, C., Agarwal, M. K., & Rajkumar, A. (2026). Influence of Content Authenticity on Long-Term Consumer Loyalty in Digital Markets. *International Journal of Research & Technology*, 14(S1), 608-628.

- KHAN, H. (2026). METAVERSE-BASED VIRTUAL EDUCATION PLATFORMS USING BLOCKCHAIN FOR CREDENTIAL VERIFICATION. *Journal of Theoretical and Applied Information Technology*, 104(4).
- Khan, U. A., & Jain, V. Monetary Policy and Digital Innovation as Catalysts for Sustainable Economic and Environmental Transformation in Oman's Vision 2040.
- Jain, S., Jain, V., & Agarwal, S. Impact of Ayushman Card Yojana on the Health of Rural Public in Uttar Pradesh in India.
- Zhang, W., Zhu, W., & Jain, V. (2026). Fiscal policy shocks and green growth in China. *Fluctuation and Noise Letters*, 25(1), 2650011-1930.
- Harshitha, P., Rajitha, N., Veeraiah, V., Rastogi, H., Koujalagi, A., Gupta, A., & Jain, V. (2025, November). Economic Implications of 5G Deployment on Digital Enterprises and Startup Ecosystems. In *2025 International Conference on Innovations and Emerging Technologies In AI & Communication Systems (IETACS)* (pp. 1099-1104). IEEE.
- Ramesh, J. V. N., Veeraiah, V., Bhattacharya, D., Jain, V., Jain, S. K., & Gupta, A. (2025, November). Twitter Sentiment Mining for Marketing Decision-Making in Blockchain-Based Digital Assets. In *2025 International Conference on Innovations and Emerging Technologies In AI & Communication Systems (IETACS)* (pp. 1005-1011). IEEE.
- Dasaraju, S. R., Nallamalli, V. R. B., Rajendran, J., Chennamsetty, M. R., Jain, V., & Painoli, G. K. (2025). Enhancing Strategy and Governance Through AI-Driven Behavioral Competency Analytics: An ML Model for Competency Development.
- Raj, A., & Jain, V. (2025). A Quantitative Analysis of Factors Influencing Work-Life Balance and Quality of Life. *European Economics Letters*, 15(3).
- Jain, N., & Jain, V. (2025). Exploring the Role of AI Personalization, Embedded Finance, and Gamification in Influencing Digital Wallet Users Buying Behavior in Western India. *European Economics Letters*, 15(3).
- Jain, N., & Jain, V. Assessing the Impact of Super App Integration and Contactless Payment Technologies on Consumer Buying Behavior in Western India.
- Joshi, A., & Jain, V. Assessing the Awareness and Understanding of Green Finance Incentives among Bank Employees. *International Journal of Environmental Sciences*, 11(5s), 2025.

- Vishnoi, N. K., Singh, R., & Jain, V. A Review on Green Purchase Behaviour about Green Products.
- Raj, A., & Jain, V. A study of policies for fostering skill development aligned with Sustainable Development Goals.
- Jain, N., & Jain, V. Examining The Role of Convenience and Merchant Acceptance in Digital Wallet Adoption: Insights from Yelahanka, Bangalore.
- Jain, T. S., & Jain, V. Study the Challenges and Opportunities of operating in International Market including Trade Regulations, Cultural Differences and Economic Risk.
- Sharma, R., Pradesh, M. U., & Jain, V. Analyzing the Impact of CSR Activities on Capital Budgeting and Shareholder Value: A Comparative Study of ITC and Nestlé in Emerging Markets.
- Jain, V. A Data-Driven Approach to Upskilling Western Uttar Pradesh's Healthcare Professionals Akanksha Arora Research Scholar Teerthanker Mahaveer Institute of Management and Technology.
- Khan, U. A., Muscat, O., & Jain, V. Aligning Monetary Policies with Sustainability: Evaluating the Role of Central Bank in Oman's Vision 2040 for Financing SDG-Compliant Businesses.
- Jain, V., & Verma, C. Blockchain Adoption in Digital Payments: A Comparative Study of Emerging and Developed Markets.
- Khanna, R., Singh, R., & Jain, V. Exploring the Impact of Age on Work-Life Balance: A Comparative Study across Academicians.
- Arora, A., & Jain, V. Technology-Assisted Healthcare Upskilling: A Study of Western Uttar Pradesh.
- Mittal, S., & Jain, V. CORPORATE GOVERNANCE AND FIRM'S PERFORMANCE: ANALYSIS OF LITERATURE REVIEW.
- Mittal, S., & Jain, V. A study on the Corporate Governance and Company Characteristics of the Manufacturing Sector in India.
- Modia, P., Jainb, V., Uchilc, A., & Nandad, S. Examining link prediction and node connectivity objectives in social networks: Comprehensive review.

- Nanda¹, S., Jain, V., & Purohit, A. The Importance of Mental Development in Addressing Youth Unemployment: A Psychological Case Study of Skill Retention in Development Programmes.
- Agarwal, P., Kumar, A., & Jain, V. PROFESSIONAL WOMEN AND STRESS: A STUDY OF PSYCHOLOGICAL AND WORK-PLACE BEHAVIOUR OF PROFESSIONAL WOMEN.
- Sethi, P., & Agarwal, P. A STUDY OF OPTIMIZATION TECHNIQUES USED IN OPERATIONS RESEARCH: ITS PROSPECTS AND PROBLEMS.
- Jain, V., Ramos-Meza, C. S., Min, Z., Qian, X., Ali, S. A., Sharma, P., ... & Shabbir, M. S. (2023). The dynamic relationship among technological innovation, international trade, and energy production.
- Hashim, N. A. A. N., Batool, H., Jain, V., Julca-Guerrero, F., & Cruz-Castillo, N. (2023). A systematic study of mobility and innovation and technology management for skilled enhancement with operational frameworks. *International Journal of Intellectual Property Management*, 13(3-4), 227-251.
- Jain, V., Sethi, P., Rawat, G., Singh, V. A., Kumar, A. R., Chawla, C., & Bansal, B. (2023). Information Frameworks and Business Patterns in Smart Cities. In *Handbook of Research on Data-Driven Mathematical Modeling in Smart Cities* (pp. 224-237). IGI Global Scientific Publishing.
- Jiang, J., Jain, V., Qian, X., Sharma, P., Mohamed, M. A., Haddad, A. M., ... & Zamir, A. Does Renewable Energy matter for SDGs? The dynamic relationship among Trade Exports Quality, Renewable Energy and Sustainable Economic Production. *Frontiers in Environmental Science*, 1788.
- Sehgal, S., Dhingra, V., & Jain, V. (2022). Effect of Covid Pandemic on Interest Rates and thereby Attractiveness of Reverse Mortgage Loans. *INTERNATIONAL JOURNAL OF SPECIAL EDUCATION*, 37(3).
- Jain, V. (2021). Relations between the united states and china during the trump presidency. *Asian Journal of Research in Social Sciences and Humanities*, 11(11), 1-6.
- Jain Sr, V. ROLE OF TEACHERS IN INSTITUTIONAL PLANNING. *ADMINISTRATION AND MANAGEMENT IN SCHOOL EDUCATION*, 83.

- Jain, V. COACHING AND MENTORING IN EDUCATION SERVICE: AN ASSESSMENT. COMMUNICATION SKILLS FOR PROFESSIONALS, 71.
- Jain, V. Teerthanker Mahaveer Institute of Management & Technology, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India Email Id-vipin555@rediffmail.com. INTRODUCTION TO MEDIA STUDIES, 39.
- Ashok Kumar Upadhyay, Pramod Kumar Srivastava, Piyush Kumar (2026) Academic Excellence through Holistic Growth: Integrating Physical, Mental, Emotional, and Spiritual Development in Education, MSW MANAGEMENT -Multidisciplinary, Scientific Work and Management Journal, ISSN: 1053-7899, Vol. 36 Issue 1, Jan-June 2026, Pages: 744-752 (Scopus)
- Srivastava, P. K., Sharma, A., Whig, V., Malaviya, S., & Kumar, N. (2025). Review Of Transforming Grocery Shopping with Artificial Intelligent: A New Era of Convenience. *Advances in Consumer Research*, 2(2), 665-675.
- Srivastava, P. K., Sharma, A., Malaviya, S., Hasan, N., & Singh, P. (2025). Exploring Social Dynamics and Emotional Triggers in the Adoption of Buy Now, Pay Later. *Advances in Consumer Research*, 2(3).
- Kumar, P., Zai, R. Y., & Srivastava, P. K. (2024). Overview of the Marketing Strategies Adopted by Different Pharmaceutical Companies. In *Pharma Marketing and Pharmacoeconomics* (pp. 143-149). Apple Academic Press.
- Shukla, V., & Srivastava, P. K. (2023). Travelling with a vengeance: the influence of social media on revenge tourism. *International Journal of Tourism Policy*, 13(6), 600-605.
- Prasad, A., & Srivastava, P. K. (2024). A COMPREHENSIVE ANALYSIS OF HUMAN RESOURCE POLICIES AND THEIR IMPACT ON EMPLOYEE TURNOVER IN THE HOTEL INDUSTRY IN DELHI NCR. *Journal of Strategic Human Resource Management*, 13(2).
- Sharma, R. K., & Srivastava, P. K. (2022). Impact of E-business on organized retail sector. *International Journal of Early Childhood Special Education*, 9830-9637.
- Rakshit, P., Srivastava, P. K., & Chavan, O. (2022). IoT-Based Personalized Health and Fitness Monitoring System: The Next Big Thing. In *Reinvention of Health Applications with IoT* (pp. 19-30). CRC Press.

- A Khan, F., Singh, M., Shrivastava, P. K., & Bahl, S. (2022). Concept of Caveat Venditor and its Application in Healthcare and Education Secto. *Turkish Online Journal of Qualitative Inquiry*, 13(1).
- Rakshit, P., Srivastava, P. K., & Chavan, O. (2022). Security Concerns with IoT-Based Health and Fitness Systems. In *Reinvention of Health Applications with IoT* (pp. 155-162). CRC Press.
- Srivastava, S. K., Sharma, R. K., Srivastava, P. K., & Srivastava, R. (2021, April). Statistics Review of Indian Automobile Industry Using Correlation& Linear Regression Techniques. In *2021 2nd International Conference on Intelligent Engineering and Management (ICIEM)* (pp. 510-515). IEEE.
- Srivastava, P. K., Srivastava, S. K., Rakshit, P., Kumar, Y., & Kumar, V. (2021). The ecosphere of online service delivery and its growing presence in automobile sector: an extended study of connected technology in Indian outlook. *International Journal of Forensic Engineering*, 5(1), 34-48.
- Rakshit, P., Srivastava, P. K., Afjal, M., & Srivastava, S. K. (2021). Sentimental analytics on Indian big billion day of flip kart and Amazon. *SN Computer Science*, 2(3), 204.
- Rakshit, P., & Srivastava, P. K. (2021, March). Cutting edge IoT technology for smart Indian pharma. In *2021 International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE)* (pp. 360-362). IEEE.
- Rakshit, P., & Sharma, R. (2021). A study to comprehend role of artificial intelligence in building smart cities. *Engineering and Technology Journal for Research and Innovation (ETJRI) ISSN*, 3(2), 2581-8678.
- Rakshit, P., & Srivastava, P. K. (2021). An Inclusive Analysis to Study Challenges in Building Student Retention Rate on MOOC Platforms-Technology in Education. *Grenze International Journal of Engineering & Technology (GIJET)*, 7(1).
- Afjal, M., Rakshit, P., Dutta, M., & Srivastava, P. K. (2020). A Critical Study To Comprehend Amendments In Indian Education System Post Covid-19. *Solid State Technology*, 63(6), 4079-4085.

- Rakshit, P., Srivastava, P. K., Srivastava, S. K., Kumar, Y., & Kumar, V. (2020). A Critical Study To Understand Privacy Concerns With Covid-19 Patient Data. *Solid State Technology*, 63(6), 4222-4233.
- Srivastava, P. K., Rakshit, P., Kumar, Y., Kumar, V., Singh, C. K., & Afjal, M. (2020). An Intercontinental Comparative Financial Analysis Of Civil Aviation Business. *Solid State Technology*, 63(6), 4127-4138.
- Bhatt, V., Sharma, R. K., & Srivastava, P. K. Emergence and its impact of organized unrecognized retailers in FMCG-food and beverage.
- SHARMA, R. K., & SRIVASTAVA, P. K. FACTORS OF INTERNATIONALIZATION OF SERVICES IN BANKING SECTOR IN INDIA: COMPARISON BETWEEN NATIONALIZED, PRIVATE AND FOREIGN BANKS IN INDIA.
- Kaushik, R., Srivastava, P. K., & Tiwari, S. (2020, January). Services Standardization In Banking Sector In India: Comparison Between Nationalized, Private And Foreign Banks in India. In 2020 International Conference on Computation, Automation and Knowledge Management (ICCAKM) (pp. 505-514). IEEE.
- Alok, P., Gupta, S., & Srivastava, P. K. (2009). Dinning experience and return patronage-study of hotels resturants in Delhi, India. *JOHAR*, 4(2), 45.
- Prasad, A., & Srivastava, P. K. (2008). Practices of yield management-An analytical study with special reference to hotel industry. *JOHAR*, 3(2), 25.
- Manoj Kumar Agarwal, Nazia Hasan, Ambuj Kumar Agarwal, Neema Gupta, Danish Ather, 2025. "Revolutionising Services Through Data-driven Management and Tech-Start Fusion", *Innovate to Integrate: Data-driven Management and TechStrat Fusion Unveiled*, Vishal Jain, Neema Gupta, Ambuj Kumar Agarwal, Girija Chetty, Ramani Kannan
- Gour K, Agarwal M (2025;), "The mediating role of customer perceived ethicality in green banking's impact on trust and loyalty". *International Journal of Ethics and Systems*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJOES-03-2025-0133>
- Agarwal, A., Singh, R., & Agarwal, M. (2025, April 25–26). The AI-EI nexus: Enhancing digital learning to achieve sustainable development goals. In Conference proceedings of the International Conference on Sustainable Development Goals: Challenges, issues & practices. *TMIMT International Journal (ISSN: 2348-988X)*, Teerthanker Mahaveer

Institute of Management and Technology, Teerthanker Mahaveer University, Moradabad, India.

- S. Nanda, G. Singh, N. Hasan, P. Verma, A. Joshi and R. Verma, "Artificial Intelligence And Computational Ability In Digitizing Financial Products And Services By Micro-Entrepreneurs," 2024 4th International Conference on Innovative Practices in Technology and Management (ICIPTM), Noida, India, 2024, pp. 1-5, doi: 10.1109/ICIPTM59628.2024.10563380. keywords: {Companies;Data collection;Artificial intelligence;Financial services;Business;Fintech;Artificial Intelligence Micro-entrepreneurs},
- Dixit, R., & Agarwal, M. (2025). Transactional leadership style and its impact on employee performance in the IT sector. *International Journal of Engineering, Pure and Applied Sciences*. <https://doi.org/10.52783/ijept.47>
- Choudhary, A., & Agarwal, M. (2025, April 25–26). Factors affecting the work life balance (WLB) of IT workforce working in hybrid mode: A model study in Delhi-NCR. In *International Conference on Sustainable Development Goals: Challenges, Issues & Practices* (TMIMT International Journal, ISSN: 2348-988X). Teerthanker Mahaveer University, Moradabad, India.
- Hasan N, Singh AK, Agarwal MK, Kushwaha BP (2025), "Evaluating the role of microfinance institutions in enhancing the livelihood of urban poor". *Journal of Economic and Administrative Sciences*, Vol. 41 No. 1 pp. 114–131, doi: <https://doi.org/10.1108/JEAS-09-2021-0175>
- Hasan, N., Nanda, S., Agarwal, M.K. et al. Evaluating the mediating effect of financial literacy between fintech adoption in microfinance services. *Int J Syst Assur Eng Manag* (2024). <https://doi.org/10.1007/s13198-024-02256-4>
- Hasan N, Agarwal C, Joshi A, Rahal D, Traisa R, Sharma S (2025;), "The two-way influence of green banking practices and green electronic word of mouth in driving green trust and green loyalty: a trust transfer perspective". *International Journal of Ethics and Systems*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJOES-10-2024-0326>

- Rastogi, S., & Agarwal, M. (2024). Emotional intelligence among banking professionals. *Journal of Informatics Education and Research*, 4(1), 471-483.
- Hasan, N., Rahal, D., Sharma, P., & Rastogi, C. (2026). Role of technology in relationship between liquidity & profitability management of financial institutions offering microfinance services. *International Journal for Research Trends and Innovation*. <https://doi.org/10.64882/ijrt.v14.iS1.1109>