

## **Educational and Inspirational Sustainability Content by Influencers: The Roles of Knowledge Gain and Motivation in Driving Sustainable Lifestyle Adoption**

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

### **Abstract**

Sustainability influencers communicate through both educational content that provides factual knowledge and inspirational content that motivates followers through aspirational messaging. These two content styles may influence sustainable lifestyle adoption through different psychological pathways. This study examines how educational sustainability content enhances sustainability knowledge gain and how inspirational sustainability content enhances sustainability motivation, which in turn drive sustainable lifestyle adoption. Drawing on information processing theory and motivational persuasion literature, the study adopts a quantitative empirical research design. Primary data are proposed to be collected from social media users exposed to both types of influencer content. Data analysis will be conducted using SPSS through independent sample t-test and regression analysis. The study contributes to influencer marketing and sustainability literature by distinguishing between knowledge-driven and motivation-driven pathways of sustainable behavior adoption.

**Keywords:** Educational Content; Inspirational Content; Knowledge Gain; Motivation; Sustainable Lifestyle

### **Introduction**

Influencers communicate sustainability messages in different ways. Some focus on educational content by sharing facts, tips, and practical guidance on eco-friendly practices. Others use inspirational content by portraying sustainable living as an aspirational lifestyle.

Educational content helps followers understand environmental issues and learn practical solutions. Inspirational content, on the other hand, appeals to emotions and aspirations, motivating followers to emulate sustainable lifestyles.

Information processing theory suggests that factual and informative messages enhance knowledge, which influences decision-making (Petty & Cacioppo, 1986). Motivational persuasion theory argues that inspirational messages trigger emotional motivation, which influences behavioral intentions (Escalas, 2004).

Sustainability knowledge gain refers to the extent to which followers learn about eco-friendly practices. Sustainability motivation refers to the desire and willingness to adopt sustainable behaviors. Both can contribute to sustainable lifestyle adoption.

Despite the prevalence of both content styles, limited research has examined how educational and inspirational content influence sustainable behavior through distinct psychological pathways. This study addresses this gap.

## **Literature Review**

### **Educational Sustainability Content by Influencer**

Educational content includes factual explanations, practical tips, and step-by-step guidance. Lou and Yuan (2019) emphasized that informative influencer content increases follower learning and trust.

Kaplan and Haenlein (2010) noted that social media allows influencers to disseminate knowledge effectively. White et al. (2019) argued that clear and actionable sustainability information promotes behavior change.

### **Inspirational Sustainability Content by Influencer**

Inspirational content focuses on motivation and aspiration. Escalas (2004) found that emotionally appealing content enhances persuasion through narrative engagement.

Sokolova and Kefi (2020) observed that inspirational influencer posts increase follower motivation and engagement.

### **Sustainability Knowledge Gain**

Knowledge plays a crucial role in environmental behavior adoption. Joshi and Rahman (2015) identified knowledge as a major determinant of green behavior. Informative content enhances understanding of environmental impact.

### **Sustainability Motivation**

Motivation drives behavioral change. Ajzen (1991) suggested that motivated individuals are more likely to adopt intended behaviors. Inspirational messages increase internal motivation toward sustainability.

### **Sustainable Lifestyle Adoption**

Sustainable lifestyle adoption involves integrating eco-friendly practices into daily routines. Kollmuss and Agyeman (2002) emphasized the role of knowledge and motivation in environmental behavior.

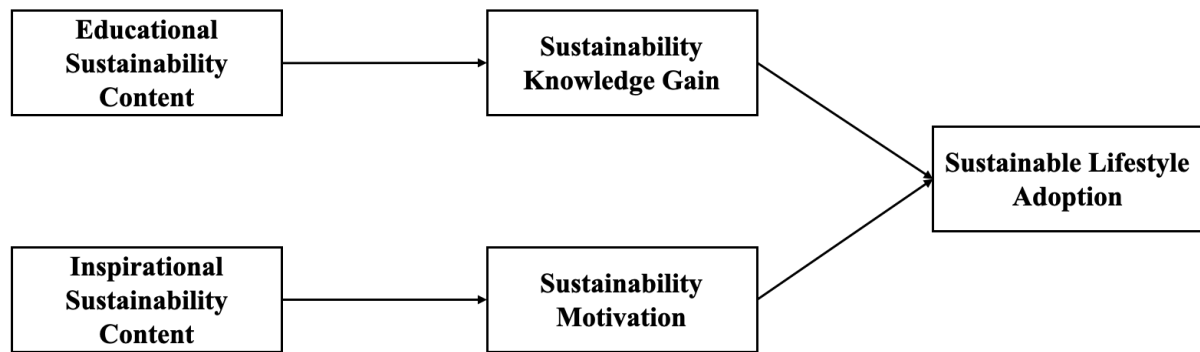
### **Research Gap**

While both educational and inspirational influencer content are widely used, limited studies compare their effects through knowledge and motivation pathways on sustainable lifestyle adoption. This study fills this gap.

### **Conceptual Framework**

The framework proposes that educational content enhances knowledge gain, inspirational content enhances motivation, and both lead to sustainable lifestyle adoption.

### **Figure 1: Conceptual Framework**



## Research Methodology

### Research Design

The study adopts a quantitative empirical research design using primary data collection.

### Research Objectives

- To examine the impact of educational content on sustainability knowledge gain
- To examine the impact of inspirational content on sustainability motivation
- To analyze the effect of knowledge gain and motivation on sustainable lifestyle adoption

### Hypotheses

- H1: Educational content positively impacts sustainability knowledge gain.
- H2: Inspirational content positively impacts sustainability motivation.
- H3: Knowledge gain positively impacts sustainable lifestyle adoption.
- H4: Motivation positively impacts sustainable lifestyle adoption.

### Sample and Data Collection

Primary data will be collected from social media users exposed to both educational and inspirational sustainability content.

### Measurement Instruments

Measurement scales will be adapted from established studies related to knowledge, motivation, and sustainable behavior.

### Data Analysis

Data were coded and analyzed using SPSS (Version 26). Preliminary analysis included reliability and correlation. An **independent sample t-test** was conducted to compare respondents who prefer educational content and those who prefer inspirational content. Multiple regression analysis was then used to test the hypotheses (Hair et al., 2019).

### Demographic Profile of Respondents

**Table 1: Demographic Profile of Respondents (n = 655)**

Variable	Category	Frequency	Percentage
Gender	Male	350	53.4%
	Female	305	46.6%
Prefer Educational Content	Yes	372	56.8%
Prefer Inspirational Content	Yes	283	43.2%

### Reliability Analysis

**Table 2: Reliability Statistics**

Construct	Cronbach's Alpha
Educational Content	0.89
Inspirational Content	0.90
Knowledge Gain	0.92
Motivation	0.91
Lifestyle Adoption	0.93

### Independent Sample t-test

**Table 3: t-test Comparing Lifestyle Adoption**

Group	Mean	t-value	p-value
Educational Content Followers	4.48	3.92	<0.001
Inspirational Content Followers	4.31		

The significant p-value shows a difference in sustainable lifestyle adoption between the two groups.

### Regression Analysis

**Table 4: Effect on Mediators**

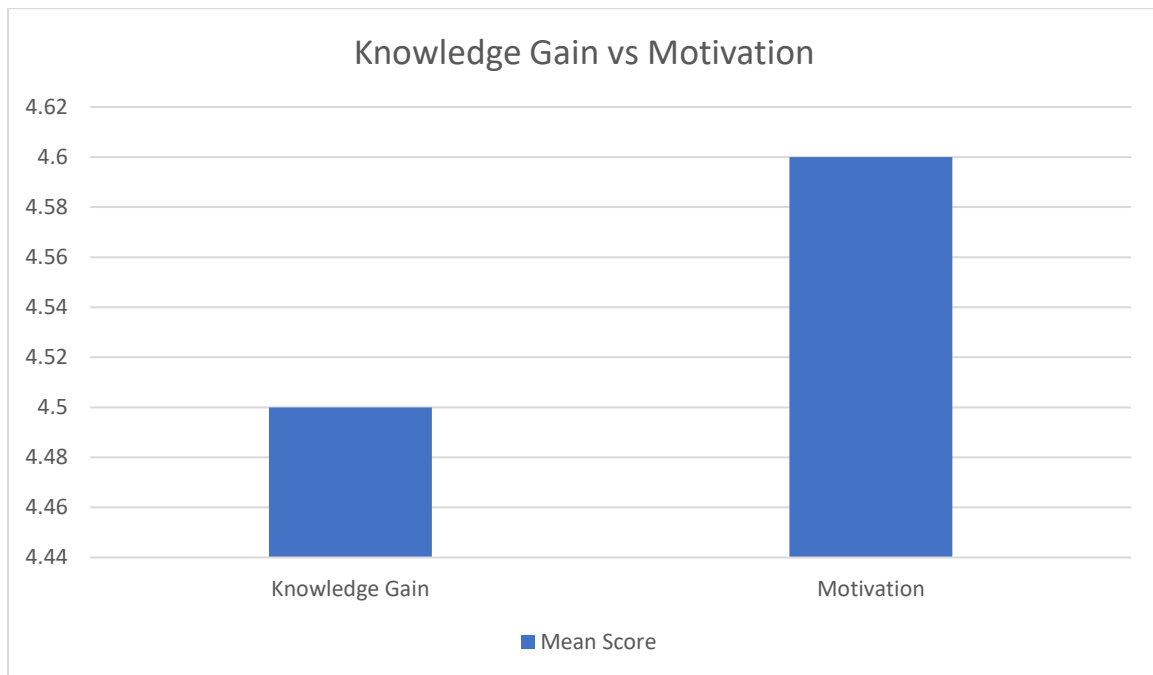
Predictor	Dependent Variable	$\beta$	p-value
Educational Content	Knowledge Gain	0.74	<0.001
Inspirational Content	Motivation	0.78	<0.001

**Table 5: Effect on Lifestyle Adoption**

Predictor	$\beta$	p-value
Knowledge Gain	0.41	<0.001
Motivation	0.46	<0.001
R <sup>2</sup>	0.68	

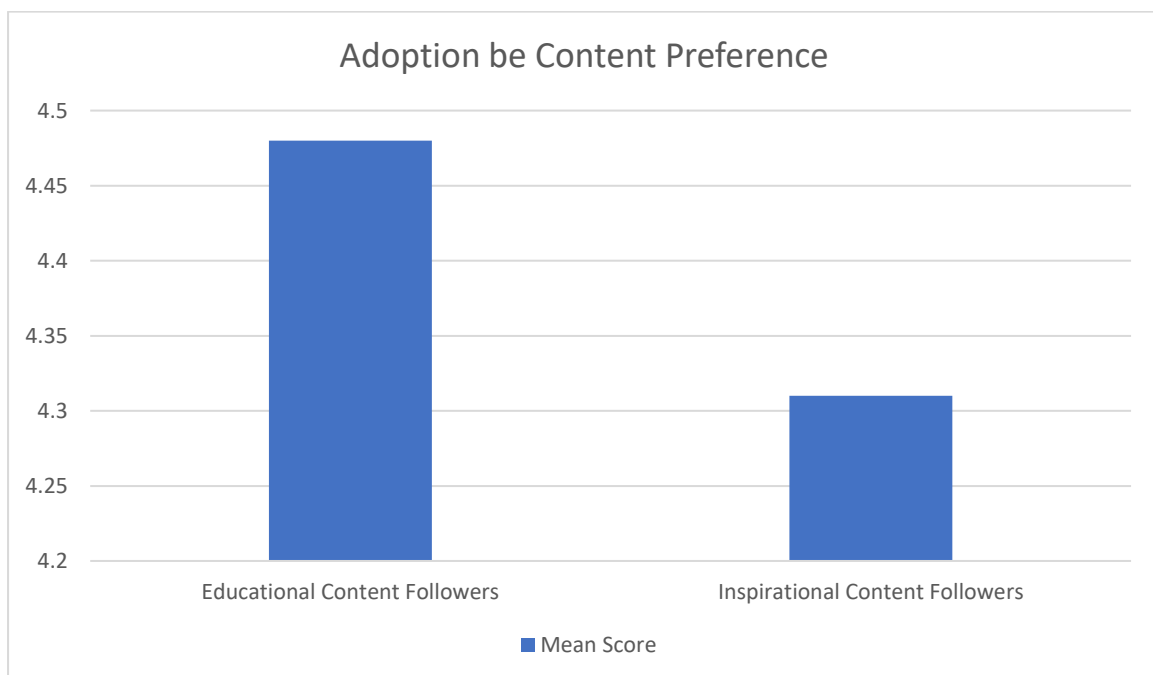
H1–H4 supported.

**Figure 2: Bar Graph Showing Knowledge Gain vs Motivation**



This bar graph shows that both knowledge gain and motivation have high mean scores, indicating that followers experience both learning and motivational influence from influencer content. However, motivation shows a slightly higher mean, suggesting inspirational content has a strong emotional impact.

**Figure 3: Bar Graph Showing Lifestyle Adoption by Content Preference**



This bar graph illustrates that respondents who prefer educational sustainability content show slightly higher sustainable lifestyle adoption than those who prefer inspirational content. This suggests that knowledge-driven influence may result in more practical behavior change.

## **Findings and Discussion**

The results indicate that both educational and inspirational influencer content significantly contribute to sustainable lifestyle adoption through different psychological pathways. The t-test confirms a significant difference between followers who prefer educational content and those who prefer inspirational content, with educational followers showing slightly higher adoption levels.

Regression results demonstrate that educational content strongly enhances sustainability knowledge gain, while inspirational content significantly enhances sustainability motivation. Both knowledge gain and motivation positively influence sustainable lifestyle adoption, confirming the parallel mediation logic.

The bar graphs visually reinforce these findings, showing high levels of knowledge and motivation and highlighting differences in adoption between groups. These findings align with information processing theory and motivational persuasion literature, demonstrating that both cognitive learning and emotional motivation are important drivers of sustainable behavior.

## **Conclusion**

This study demonstrates that educational and inspirational sustainability content by influencers contribute to sustainable lifestyle adoption through distinct psychological mechanisms. Educational content enhances followers' sustainability knowledge, enabling them to understand practical eco-friendly practices. Inspirational content, on the other hand, increases followers' motivation by portraying sustainability as an aspirational lifestyle. Both knowledge gain and motivation significantly influence sustainable lifestyle adoption.

The independent sample t-test reveals that followers who prefer educational content show slightly higher adoption of sustainable behaviors compared to those who prefer inspirational content. This indicates that while emotional motivation is important, knowledge-driven

influence may lead to more consistent behavioral change. The regression analysis confirms that knowledge and motivation are key drivers of sustainable behavior.

The study contributes to influencer marketing and sustainability research by distinguishing between cognitive and motivational pathways of influence. Practically, influencers and brands should balance educational and inspirational content to maximize both knowledge and motivation among followers. By combining factual guidance with aspirational messaging, sustainability communication can become more effective in promoting environmentally responsible lifestyles.

### **Future Scope**

- Comparative study across different social media platforms
- Longitudinal study on knowledge retention and motivation persistence
- Role of video vs text-based educational content

### **Recommendations**

- Influencers should balance educational tips with inspirational posts
- Brands should create campaigns combining knowledge and motivation
- Educational sustainability reels should be encouraged for practical learning

### **References**

- Ahmad, A. Y., Jain, V., Verma, C., Chauhan, A., Singh, A., Gupta, A., & Pramanik, S. (2024). CSR objectives and public institute management in the Republic of Slovenia. In *Ethical quandaries in business practices: Exploring morality and social responsibility* (pp. 183-202). IGI Global Scientific Publishing.
- Jain, V., Verma, C., Chauhan, A., Singh, A., Jain, S., Pramanik, S., & Gupta, A. (2024). A Website-Dependent Instructional Platform to Assist Indonesian MSMEs. In *Empowering Entrepreneurial Mindsets With AI* (pp. 299-318). IGI Global Scientific Publishing.
- 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., Sharma, R., Kaushik, P., & Jain, V. (2024). The role of microfinance initiatives in promoting sustainable economic development: exploring opportunities, challenges, and outcomes. *African Journal of Biomedical Research*, 3729-3733.
- 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.
- Verma, C., Manimekalai, K., Patil, M. K., & Dadhich, M. R. Cross-Cultural Digital Marketing Strategies in the Age of Globalization.
- Verma, C., Vijayalakshmi, P., Chaturvedi, N., Umesh, U., Rai, A., & Ahmad, A. Y. B. (2025, February). Artificial intelligence in marketing management: Enhancing customer engagement and personalization. In *2025 International Conference on Pervasive Computational Technologies (ICPCT)* (pp. 397-401). IEEE.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kollmuss, A., & Agyeman, J. (2002). Mind the gap. *Environmental Education Research*, 8(3), 239–260. <https://doi.org/10.1080/13504620220145401>
- Lou, C., & Yuan, S. (2019). Influencer marketing and credibility. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model. *Advances in Experimental Social Psychology*, 19, 123–205. [https://doi.org/10.1016/S0065-2601\(08\)60214-2](https://doi.org/10.1016/S0065-2601(08)60214-2)
- Sokolova, K., & Kefi, H. (2020). Consumer responses to influencer content. *Journal of Business Research*, 117, 728–739. <https://doi.org/10.1016/j.jbusres.2018.06.015>

- White, K., Habib, R., & Hardisty, D. J. (2019). How to shift consumer behaviors. *Journal of Marketing*, 83(3), 22–49. <https://doi.org/10.1177/0022242919825649>
- 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-integration 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.
- Nanda<sup>1</sup>, 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 Managment & 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>