

Consistency of Sustainability Posts by Influencers as a Driver of Perceived Commitment and Reliability: Implications for Trust in Sustainable Recommendations

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

Abstract

Consistency in influencer communication plays a critical role in shaping followers' perceptions and trust. Influencers who regularly post sustainability-related content may be perceived as more committed and reliable in their environmental advocacy. These perceptions can significantly influence followers' trust in sustainable recommendations. This study examines how consistency of sustainability posts influences perceived commitment and perceived reliability, which subsequently affect trust in sustainable recommendations. Drawing on consistency theory and source credibility literature, the study adopts a quantitative empirical research design. Primary data are proposed to be collected from social media users exposed to consistent sustainability content. Data analysis will be conducted using SPSS through ANOVA and regression analysis. The study contributes to influencer marketing and sustainability literature by explaining how consistency in communication fosters trust in sustainable recommendations.

Keywords: Consistency; Commitment; Reliability; Trust; Sustainable Recommendations

Introduction

Influencers play a significant role in promoting sustainability on social media. However, followers often question whether influencers genuinely support sustainability or merely use it as a temporary trend. One important factor that shapes these perceptions is the consistency with which influencers post sustainability-related content.

Consistency in communication refers to the regular and repeated presentation of a particular message over time. According to consistency theory, individuals are more likely to trust

communicators who maintain stable and repeated messaging (Cialdini, 2009). When influencers consistently post sustainability content, followers perceive this as a sign of genuine commitment rather than opportunistic promotion.

Consistent sustainability posting signals that the influencer values environmental issues as part of their identity. This perception leads followers to view the influencer as committed to sustainability. Additionally, consistency enhances perceived reliability, as repeated messaging reduces uncertainty and reinforces credibility.

Trust in sustainable recommendations refers to the confidence followers have in the influencer's suggestions regarding eco-friendly products and practices. Trust becomes particularly important in sustainability contexts where greenwashing and misleading claims are common.

Despite the importance of consistent communication, limited research has examined how consistency of sustainability posts influences perceptions of commitment and reliability, and how these perceptions lead to trust in recommendations. This study addresses this gap.

Literature Review

Consistency of Sustainability Posts by Influencer

Consistency is a fundamental principle in persuasion and communication. Cialdini (2009) argued that consistent behavior over time signals authenticity and reliability. In influencer marketing, consistency refers to the regular posting of similar thematic content, which strengthens followers' perception of the influencer's values.

Kaplan and Haenlein (2010) emphasized that social media allows influencers to create sustained narratives through repeated content. Lou and Yuan (2019) noted that consistent messaging enhances credibility and follower trust. When sustainability appears regularly in influencer posts rather than occasionally, followers perceive it as a genuine interest.

White et al. (2019) highlighted that repeated exposure to sustainability messages increases awareness and behavioral consideration. Consistency also reduces perceptions of greenwashing by demonstrating long-term commitment.

Perceived Commitment to Sustainability

Perceived commitment refers to followers' belief that the influencer is genuinely dedicated to sustainability causes. Morgan and Hunt (1994) suggested that commitment is a key factor in relationship trust. Influencers who consistently promote sustainability are seen as committed to environmental values.

Beverland and Farrelly (2010) found that perceived commitment enhances authenticity perceptions. When influencers repeatedly advocate for eco-friendly practices, followers interpret this as sincere dedication rather than promotional intent.

Sokolova and Kefi (2020) observed that followers value influencers who display consistent thematic focus, as it signals passion and seriousness.

Perceived Reliability of Sustainability Message

Reliability refers to the perception that information provided is dependable and trustworthy. Ohanian (1990) emphasized reliability as a component of source credibility. Consistency strengthens reliability because repeated messages reinforce trustworthiness.

Chen and Chang (2013) argued that reliable environmental communication reduces skepticism related to green claims. When influencers consistently communicate sustainability, followers perceive their messages as reliable.

Lou and Yuan (2019) noted that repeated messaging increases familiarity, which enhances perceived reliability.

Trust in Sustainable Recommendations

Trust is essential when followers rely on influencers for sustainability advice. Morgan and Hunt (1994) identified trust as central to relationship marketing. Trust in sustainable recommendations occurs when followers believe that the influencer provides honest and reliable guidance.

Ajzen (1991) suggested that trust influences behavioral intentions. Kollmuss and Agyeman (2002) noted that trusted sources significantly influence environmental behavior.

White et al. (2019) highlighted that trust is necessary for sustainable consumption decisions due to uncertainty about product claims.

Role of Age Differences (ANOVA Perspective)

Different age groups may perceive influencer consistency differently. Younger audiences may respond quickly to frequent content, while older audiences may value long-term consistency more. Comparing trust levels across age groups using ANOVA provides additional insight into how consistency affects diverse followers.

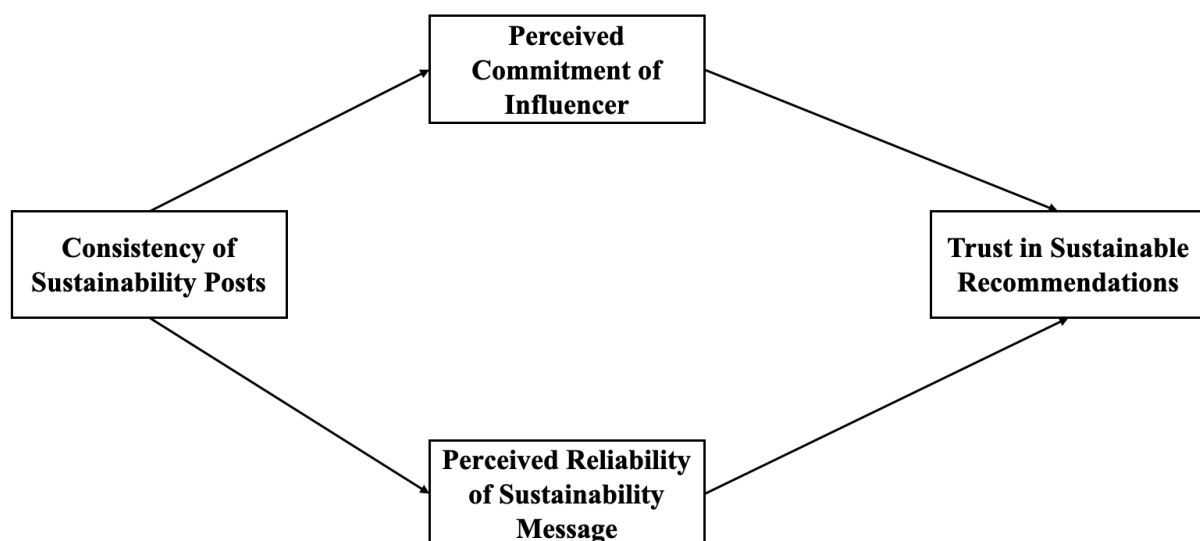
Research Gap

Although consistency is widely recognized as important in communication, limited studies examine how consistent sustainability posting influences perceived commitment and reliability, and how these perceptions lead to trust in sustainable recommendations. This study fills this gap while incorporating age-based comparison through ANOVA.

Conceptual Framework

The framework proposes that consistency of sustainability posts positively influences perceived commitment and perceived reliability, which in turn influence trust in sustainable recommendations.

Figure 1: Conceptual Model



Research Methodology

Research Design

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

Research Objectives

- To examine the impact of consistency on perceived commitment
- To examine the impact of consistency on perceived reliability
- To analyze the effect of commitment and reliability on trust in recommendations

Hypotheses

- H1: Consistency of sustainability posts positively impacts perceived commitment.
- H2: Consistency of sustainability posts positively impacts perceived reliability.
- H3: Perceived commitment positively impacts trust in sustainable recommendations.
- H4: Perceived reliability positively impacts trust in sustainable recommendations.

Sample and Data Collection

Primary data will be collected from social media users exposed to sustainability influencer content.

Measurement Instruments

Measurement scales will be adapted from established studies related to consistency, commitment, reliability, and trust.

Data Analysis

Data were coded and analyzed using SPSS (Version 26). Preliminary analysis included reliability and correlation. A **one-way ANOVA** was conducted to compare trust levels across age groups. Multiple regression analysis was then performed to test the hypotheses (Hair et al., 2019).

Demographic Profile of Respondents

Table 1: Demographic Profile of Respondents (n = 640)

Variable	Category	Frequency	Percentage
Gender	Male	338	52.8%
	Female	302	47.2%
Age	18–25 years	270	42.2%
	26–35 years	238	37.2%
	Above 35 years	132	20.6%

Reliability Analysis

Table 2: Reliability Statistics

Construct	Cronbach's Alpha
Consistency	0.90
Commitment	0.92
Reliability	0.91
Trust	0.93

One-Way ANOVA

Table 3: ANOVA Showing Trust Across Age Groups

Age Group	Mean Trust	F-value	p-value
18–25	4.28	6.84	<0.001
26–35	4.46		
Above 35	4.61		

The significant p-value indicates that trust in sustainable recommendations differs across age groups.

Regression Analysis

Table 4: Effect of Consistency on Mediators

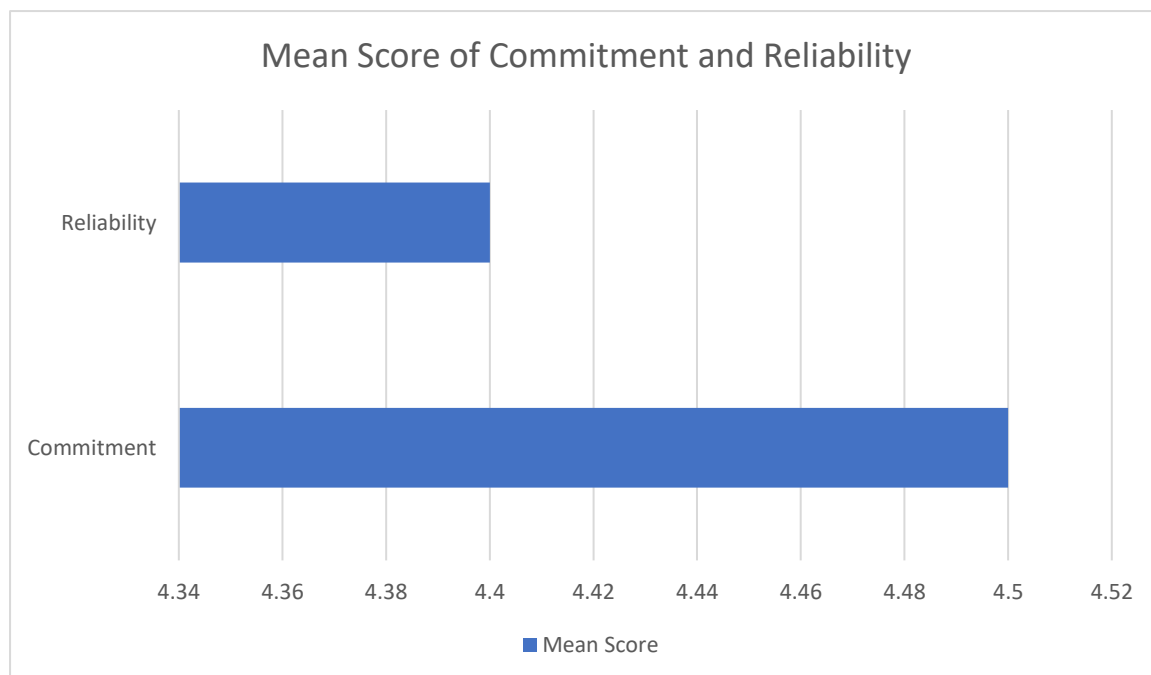
Predictor	Dependent Variable	β	p-value
Consistency	Commitment	0.77	<0.001
Consistency	Reliability	0.74	<0.001

Table 5: Effect of Mediators on Trust

Predictor	β	p-value
Commitment	0.42	<0.001
Reliability	0.45	<0.001
R ²	0.70	

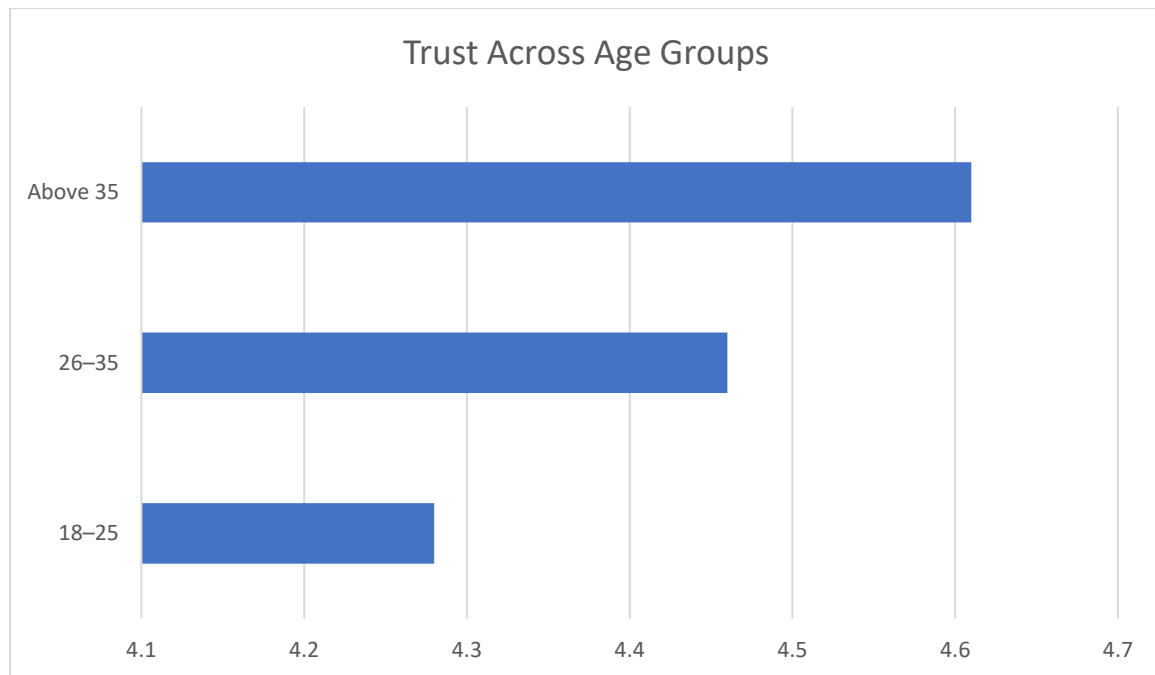
H1–H4 supported.

Figure 2: Bar Graph Showing Mean Scores of Commitment and Reliability



This bar graph indicates that respondents strongly perceive influencers as committed and reliable when they post sustainability content consistently. High mean values confirm that consistency directly strengthens these perceptions.

Figure 3: Bar Graph Showing Trust Across Age Groups



The bar graph shows that older respondents exhibit higher trust in sustainable recommendations when influencers maintain consistent sustainability posting. This supports the ANOVA findings and highlights age-based differences in trust perception.

Findings and Discussion

The findings demonstrate that consistency of sustainability posts plays a crucial role in shaping followers' perceptions and trust. Reliability and correlation results show strong associations among consistency, commitment, reliability, and trust. Regression analysis confirms that consistency significantly enhances perceived commitment and reliability, which in turn strongly influence trust in sustainable recommendations.

The ANOVA results indicate significant differences in trust levels across age groups, with older respondents showing higher trust when influencers consistently promote sustainability. This suggests that consistency may be particularly important for mature audiences who value long-term commitment.

The bar graphs visually reinforce these results, showing high perceptions of commitment and reliability and clear differences in trust across age groups. These findings support consistency theory and source credibility literature, demonstrating that repeated sustainability communication fosters genuine trust.

Conclusion

This study highlights the importance of consistency in sustainability communication by influencers. The findings demonstrate that when influencers regularly post sustainability-related content, followers perceive them as more committed and reliable in their environmental advocacy. These perceptions significantly enhance trust in the influencer's sustainable recommendations.

Regression analysis confirms that consistency directly influences perceived commitment and reliability, which act as key drivers of trust. The ANOVA results reveal that trust varies across age groups, with older followers exhibiting higher trust when influencers maintain consistent sustainability messaging. This indicates that consistency may be especially influential for audiences who value long-term dedication and credibility.

The study contributes to influencer marketing and sustainability literature by integrating consistency theory with trust formation in digital environments. Practically, the findings suggest that influencers and brands should maintain regular sustainability communication rather than occasional posts. By consistently integrating sustainability into their content strategy, influencers can build stronger perceptions of commitment and reliability, ultimately fostering greater trust in their recommendations and encouraging environmentally responsible behavior.

Future Scope

- Longitudinal study on consistency and trust development
- Comparative study across different social media platforms
- Role of posting frequency in sustainability communication

Recommendations

- Influencers should post sustainability content regularly
- Brands should collaborate with consistently active sustainability influencers
- Long-term sustainability campaigns should be prioritized over short-term promotions

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.

- 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.
- 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 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>