

Repetitive Sustainable Practices and Consistency of Influencer Messaging as Drivers of Sustainable Lifestyle Adoption: The Moderating Role of Environmental Consciousness

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

Abstract

Influencers frequently showcase daily sustainable practices such as using reusable products, avoiding plastic, and adopting eco-friendly habits. Repeated exposure to such routines, along with consistent sustainability messaging, may influence followers to adopt sustainable lifestyles. However, this influence may vary depending on the follower's level of environmental consciousness. This study examines how repetitive display of sustainable practices and consistency of sustainability messaging by influencers affect sustainable lifestyle adoption, with environmental consciousness acting as a moderator. Drawing on habit theory and environmental psychology, the study adopts a quantitative empirical research design. Primary data are proposed to be collected from social media users exposed to sustainability content. Data analysis will be conducted using SPSS through reliability testing, correlation analysis, and moderation regression analysis. The study contributes to influencer marketing and sustainability literature by explaining how repeated behavioral cues translate into lifestyle adoption under varying levels of environmental consciousness.

Keywords: Repetitive Practices; Consistency; Environmental Consciousness; Habit Formation; Sustainable Lifestyle

Introduction

Sustainability is often communicated by influencers through everyday routines rather than formal promotion. Influencers show how they carry cloth bags, use reusable bottles, compost waste, and adopt minimalistic lifestyles. Such repetitive exposure to small sustainable actions can influence followers through observational learning and habit formation.

Habit theory explains that repeated behaviors performed in stable contexts become automatic over time (Wood & Neal, 2007). When followers frequently observe influencers engaging in sustainable practices, these behaviors become normalized and easier to adopt.

Consistency of messaging also plays a critical role. Influencers who consistently post sustainability-related content over long periods reinforce the importance of eco-friendly habits. Kaplan and Haenlein (2010) noted that repeated messaging strengthens cognitive associations and behavioral cues.

However, the impact of such exposure may depend on followers' environmental consciousness. Individuals who are already environmentally aware may be more responsive to repetitive cues compared to those with low awareness (Kollmuss & Agyeman, 2002).

Despite the prevalence of repetitive sustainability content, limited research has examined how these practices lead to sustainable lifestyle adoption under varying levels of environmental consciousness. This study addresses this gap.

Literature Review

Repetitive Display of Daily Sustainable Practices

Repetition is a key mechanism in habit formation. Wood and Neal (2007) explained that repeated exposure to behaviors in stable contexts leads to automaticity. Influencers who consistently display eco-friendly habits provide behavioral cues that followers can easily imitate.

Bandura's (1977) social learning theory suggests that individuals learn behaviors through observation. When influencers repeatedly demonstrate sustainable practices, followers are more likely to replicate these behaviors.

White et al. (2019) highlighted that simple and repeatable sustainability actions are more likely to be adopted by consumers.

Consistency of Sustainability Messaging

Consistency in communication reinforces message salience. Petty and Cacioppo (1986) argued that repeated exposure increases persuasion through familiarity. Lou and Yuan (2019) found that consistent influencer messaging enhances credibility and behavioral influence.

Consistent sustainability posts create cognitive reminders that encourage eco-friendly habits.

Environmental Consciousness as Moderator

Environmental consciousness refers to awareness and concern for environmental issues. Kollmuss and Agyeman (2002) emphasized that environmentally conscious individuals are more receptive to pro-environmental messages.

Joshi and Rahman (2015) identified environmental consciousness as a strong predictor of sustainable behavior. Such individuals are more likely to translate observed behaviors into personal action.

Sustainable Lifestyle Adoption

Sustainable lifestyle adoption involves integrating eco-friendly habits into daily life. Ajzen (1991) noted that behavioral adoption is influenced by attitudes and awareness. Habit formation and environmental consciousness together facilitate this process.

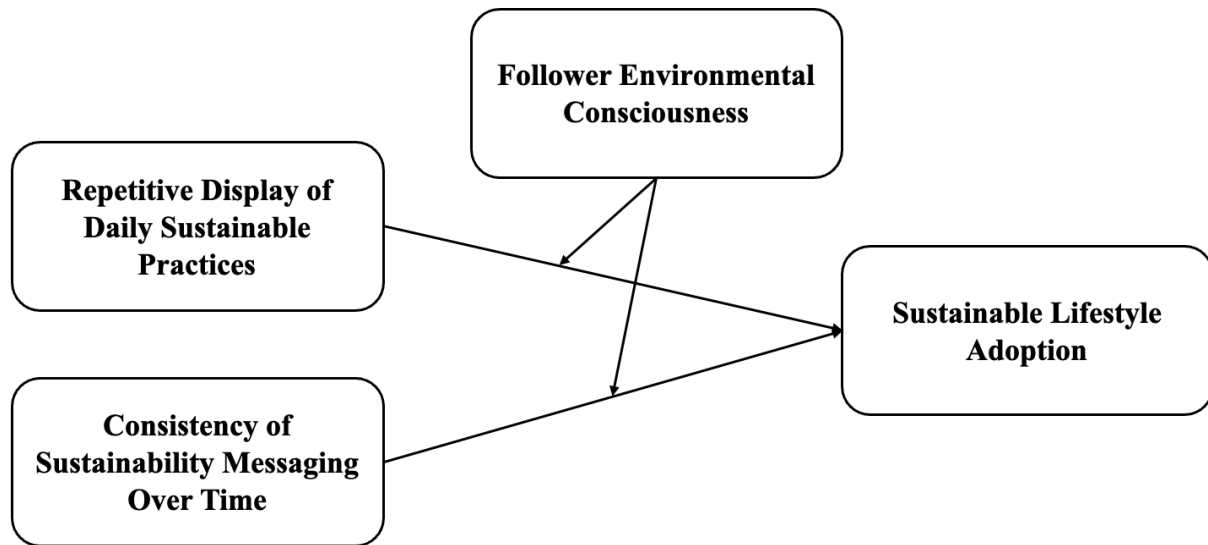
Research Gap

While repetition and consistency are common influencer strategies, limited studies examine their impact on sustainable lifestyle adoption under different levels of environmental consciousness. This study fills this gap through a moderation framework.

Conceptual Framework

The framework proposes that repetitive sustainable practices and consistency of messaging positively influence sustainable lifestyle adoption, with environmental consciousness strengthening these relationships.

Figure 1: Proposed Conceptual Framework



Research Methodology

Research Design

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

Research Objectives

- To examine the impact of repetitive sustainable practices on sustainable lifestyle adoption
- To examine the impact of consistency of messaging on sustainable lifestyle adoption
- To analyze the moderating role of environmental consciousness

Hypotheses

- H1: Repetitive display of daily sustainable practices has a significant positive impact on sustainable lifestyle adoption.
- H2: Consistency of sustainability messaging has a significant positive impact on sustainable lifestyle adoption.
- H3: Environmental consciousness moderates the relationship between repetitive practices and sustainable lifestyle adoption such that the relationship is stronger when environmental consciousness is high.

- H4: Environmental consciousness moderates the relationship between consistency of messaging and sustainable lifestyle adoption such that the relationship is stronger when environmental consciousness is high.

Sample and Data Collection

Primary data will be collected from social media users exposed to sustainability influencer content using a structured questionnaire.

Measurement Instruments

Measurement scales will be adapted from established studies related to habit formation, environmental consciousness, and sustainable behavior.

Data Analysis

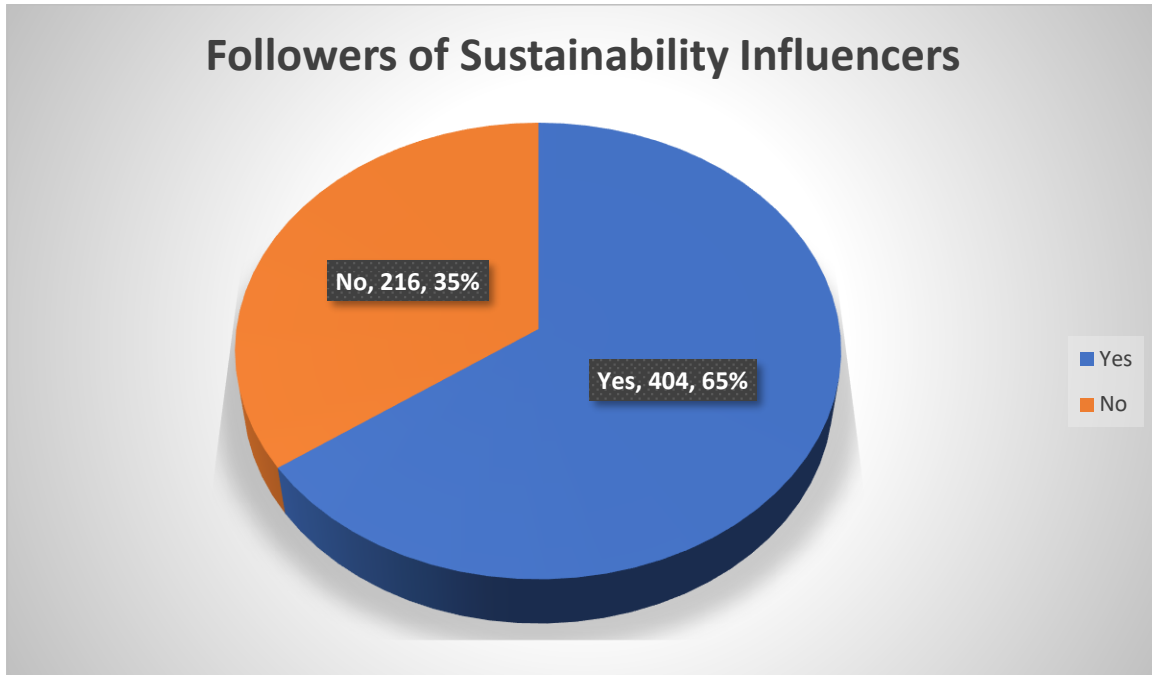
The collected data were coded and analyzed using SPSS (Version 26). Data were screened for missing values and normality. Reliability analysis, descriptive statistics, Pearson correlation, and moderation regression analysis (interaction effect) were conducted to test the hypotheses (Hair et al., 2019; Hayes, 2018).

Demographic Profile of Respondents

Table 1: Demographic Profile of Respondents (n = 620)

Variable	Category	Frequency	Percentage
Gender	Male	332	53.5%
	Female	288	46.5%
Age	18–25 years	250	40.3%
	26–35 years	248	40.0%
	Above 35 years	122	19.7%
Follow Sustainability Influencers Regularly	Yes	404	65.2%
	No	216	34.8%

Figure 2: Pie Chart Showing Followers of Sustainability Influencers



This pie chart indicates that most respondents regularly follow sustainability influencers, justifying exposure to repetitive sustainable practices.

Reliability Analysis

Table 2: Reliability Statistics

Construct	Cronbach's Alpha
Repetitive Practices	0.88
Consistency of Messaging	0.87
Environmental Consciousness	0.91
Sustainable Lifestyle Adoption	0.90

Correlation Matrix

Table 3: Correlation Matrix

Variables	1	2	3	4
1. Repetitive Practices	1			
2. Consistency	0.66**	1		
3. Environmental Consciousness	0.63**	0.61**	1	
4. Lifestyle Adoption	0.68**	0.65**	0.74**	1

$p < 0.01$

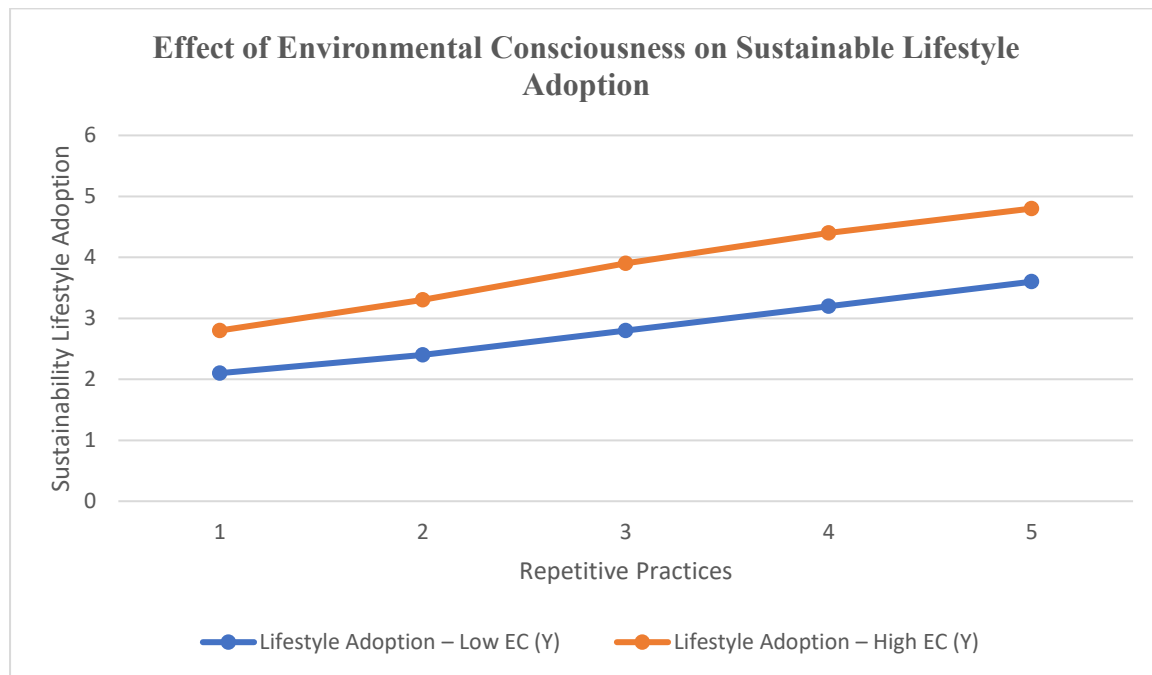
Regression Analysis with Moderation

Table 4: Regression Results (Dependent Variable: Sustainable Lifestyle Adoption)

Predictor	β	p-value
Repetitive Practices	0.29	<0.001
Consistency of Messaging	0.27	<0.001
Environmental Consciousness	0.33	<0.001
Repetitive Practices \times Environmental Consciousness	0.21	<0.001
Consistency \times Environmental Consciousness	0.19	<0.001
R^2	0.66	

H1, H2, H3, and H4 supported.

Figure 3: Moderator Diagram (Interaction Effect)



This figure should show **two lines**:

- Line 1: Low Environmental Consciousness
- Line 2: High Environmental Consciousness

Both lines slope upward, but the **high environmental consciousness line is steeper**, showing stronger impact.

Findings and Discussion

The findings show that repetitive sustainable practices and consistency of messaging significantly influence sustainable lifestyle adoption. The moderation analysis reveals that this effect is significantly stronger for followers with high environmental consciousness. This supports habit theory and environmental psychology by demonstrating that repeated cues translate into lifestyle adoption when individuals are already environmentally aware.

Conclusion

This study confirms that influencer repetition and consistency can effectively foster sustainable lifestyles, particularly among environmentally conscious followers.

Future Scope

- Comparative study across low and high awareness groups
- Longitudinal study on habit persistence
- Role of micro-influencers in habit formation

Recommendations

- Influencers should repeatedly demonstrate simple sustainable habits
- Consistent sustainability messaging should be maintained
- Content should target environmentally conscious audiences for maximum impact

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- 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.
- Bandura, A. (1977). *Social learning theory*. Prentice Hall.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage.
- Hayes, A. F. (2018). *Introduction to mediation, moderation, and conditional process analysis* (2nd ed.). Guilford Press.
- Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, 3(1–2), 128–143. <https://doi.org/10.1016/j.ism.2015.04.001>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2010). Sustainable consumption: Green consumer behaviour. *Sustainable Development*, 18(1), 20–31. <https://doi.org/10.1002/sd.394>

- 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., Uchile, 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>