

## **Sustainability Analysis of Artificial Photosynthesis as a Future SDG**

### **Energy Solution**

Tabassum Khan  
MBA Student

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

#### **Abstract**

Meeting the Sustainable Development Goals (SDGs) requires the development of breakthrough energy technologies capable of delivering clean, reliable, and scalable energy while addressing climate change and resource constraints. Artificial photosynthesis has emerged as a futuristic energy solution that mimics natural photosynthesis to convert sunlight, water, and carbon dioxide into clean fuels and energy carriers. This technology holds significant potential for supporting SDG 7 (Affordable and Clean Energy), SDG 9 (Industry, Innovation and Infrastructure), and SDG 13 (Climate Action). This study conducts a sustainability analysis of artificial photosynthesis as a future SDG energy solution by examining the impact of perceived technological potential and perceived environmental sustainability on sustainable artificial photosynthesis adoption intention, with stakeholder trust acting as a mediating variable. A quantitative research design was adopted, and primary data were collected from 420 respondents with backgrounds in energy research, policy, and innovation. Data were analyzed using SPSS Version 26 through reliability analysis, correlation analysis, and multiple regression techniques. The findings reveal that both technological potential and environmental sustainability significantly enhance stakeholder trust, which in turn positively influences adoption intention. The study positions artificial photosynthesis as a promising long-term energy pathway within an SDG-aligned sustainability framework.

**Keywords:** Artificial Photosynthesis; Sustainable Energy; Sustainable Development Goals; Future Energy Technologies; Stakeholder Trust; Sustainability

#### **Introduction**

Global sustainability challenges associated with climate change, rising energy demand, and environmental degradation have intensified the search for transformative energy solutions. Despite rapid growth in renewable energy technologies such as solar and wind, achieving deep

decarbonization and long-term sustainability remains a significant challenge. Intermittency, storage limitations, and resource constraints continue to limit the scalability of existing energy systems. In this context, the United Nations Sustainable Development Goals (SDGs) provide a comprehensive framework for guiding innovation toward sustainable and inclusive energy futures.

SDG 7 emphasizes access to affordable, reliable, sustainable, and modern energy, while SDG 9 focuses on innovation and resilient infrastructure. SDG 13 highlights the urgency of climate action and emissions reduction. Achieving these interconnected goals requires not only incremental improvements in existing technologies but also the development of fundamentally new energy systems capable of transforming how energy is produced and stored.

Artificial photosynthesis represents one such transformative technology. Inspired by natural photosynthesis, artificial photosynthesis systems aim to capture solar energy and convert it directly into chemical fuels such as hydrogen or carbon-based fuels using water and carbon dioxide. By storing solar energy in chemical bonds, artificial photosynthesis addresses key challenges related to energy storage and intermittency.

From a sustainability perspective, artificial photosynthesis offers several potential advantages. It enables the direct production of clean fuels using abundant natural inputs, reduces dependence on fossil fuels, and supports carbon-neutral or even carbon-negative energy pathways. If successfully scaled, artificial photosynthesis could contribute to decarbonizing sectors that are difficult to electrify, such as heavy industry, aviation, and long-distance transport.

Artificial photosynthesis also aligns closely with circular carbon economy principles. By utilizing captured carbon dioxide as a feedstock, the technology supports closed-loop carbon cycles and reduces net emissions. This feature enhances its relevance for SDG-aligned climate mitigation strategies.

Despite its promise, artificial photosynthesis remains largely at the research and development stage. Significant technical challenges related to efficiency, material stability, scalability, and cost continue to limit commercialization. As a result, stakeholder perceptions play a critical role in shaping support for research investment, policy backing, and future deployment.

Perceived technological potential—defined as stakeholders’ belief in the feasibility, scalability, and performance of artificial photosynthesis—strongly influences trust in the technology. If stakeholders perceive artificial photosynthesis as overly speculative or impractical, adoption and investment may be limited.

Perceived environmental sustainability is equally important. Stakeholders increasingly assess emerging energy technologies based on lifecycle environmental impacts, material use, and contribution to long-term climate goals. Trust in the sustainability benefits of artificial photosynthesis is therefore essential for its acceptance as an SDG-aligned energy solution.

Existing research on artificial photosynthesis has primarily focused on chemistry, materials science, and system design. While these studies provide essential technical insights, limited empirical research examines behavioral and perceptual factors influencing acceptance within an SDG-oriented sustainability framework. In particular, the mediating role of stakeholder trust remains underexplored.

This study addresses this gap by conducting a sustainability analysis of artificial photosynthesis as a future SDG energy solution. Specifically, it examines how perceived technological potential and perceived environmental sustainability influence adoption intention through the mediating role of stakeholder trust. By integrating sustainability assessment with behavioral analysis, the study contributes to future energy and SDG literature.

### **Literature Review:**

Recent literature highlights growing global interest in artificial photosynthesis as a long-term solution for sustainable energy production. Studies emphasize its potential to convert solar energy directly into chemical fuels, offering a pathway to large-scale energy storage and carbon-neutral fuel production aligned with SDG objectives (IEA, 2022).

Perceived technological potential has emerged as a key determinant of support for advanced and pre-commercial energy technologies. Research indicates that stakeholders assess potential based on efficiency improvements, material breakthroughs, and scalability prospects. Technologies perceived as having strong long-term potential are more likely to receive sustained research funding and policy support.

Perceived environmental sustainability also plays a central role in evaluating artificial photosynthesis. Empirical studies conducted after 2020 suggest that stakeholders increasingly consider lifecycle emissions, resource use, and environmental risks associated with advanced materials. Artificial photosynthesis systems that demonstrate clear climate mitigation benefits and responsible material use are more likely to gain legitimacy and trust (Zhang et al., 2021).

Stakeholder trust has been identified as a mediating variable linking perceptions of potential and sustainability to adoption intention. Trust reduces uncertainty associated with high-risk, long-term innovations and enhances willingness to support research and deployment. Recent studies confirm that trust is critical for advancing transformative energy technologies (Wang et al., 2022).

### **Research Gap**

Although technical research on artificial photosynthesis is expanding, limited empirical studies integrate perceived technological potential, environmental sustainability, stakeholder trust, and adoption intention within an SDG-aligned analytical framework. This study addresses this gap by empirically examining behavioral drivers of artificial photosynthesis acceptance.

### **Research Questions**

- How does perceived technological potential influence stakeholder trust in artificial photosynthesis
- How does perceived environmental sustainability influence stakeholder trust
- Does stakeholder trust influence sustainable artificial photosynthesis adoption intention

### **Research Methodology**

### **Research Objectives**

- To examine the impact of perceived technological potential on stakeholder trust
- To analyze the impact of perceived environmental sustainability on stakeholder trust
- To assess the influence of stakeholder trust on sustainable artificial photosynthesis adoption intention

## Hypotheses

**H1:** Perceived technological potential has a significant positive impact on stakeholder trust.

**H2:** Perceived environmental sustainability has a significant positive impact on stakeholder trust.

**H3:** Stakeholder trust has a significant positive impact on sustainable artificial photosynthesis adoption intention.

## Research Design

A quantitative empirical research design was adopted.

## Sample and Sampling Technique

Primary data were collected from 420 respondents using purposive sampling.

## Data Collection Methods

Data were collected using a structured questionnaire with five-point Likert scale items.

## Data Analysis Techniques

Data were analyzed using SPSS Version 26 through reliability analysis, correlation analysis, and regression analysis.

## Ethical Considerations

- Informed consent
- Voluntary participation
- Confidentiality ensured

## Data Analysis

**Table 1: Demographic Profile of Respondents (n = 420)**

Variable	Category	Percentage
----------	----------	------------

Gender	Male	63%
	Female	37%
Age	18–25 years	27%
	26–35 years	56%
	Above 35 years	17%

- The respondent sample consists of 63% male and 37% female participants, indicating strong representation from energy research, policy, and innovation domains.
- A majority of respondents belong to the 26–35 years age group (56%), followed by 18–25 years (27%), reflecting high engagement from young and mid-career professionals familiar with emerging energy technologies.
- Respondents above 35 years (17%) contribute experienced perspectives on long-term energy transitions and sustainability planning.
- Overall, the demographic profile is well-suited for evaluating perceptions of futuristic and pre-commercial energy technologies such as artificial photosynthesis.

**Table 2: Reliability Statistics**

Construct	Cronbach's Alpha
Technological Potential	0.92
Environmental Sustainability	0.89
Stakeholder Trust	0.93
Adoption Intention	0.88

- All constructs demonstrate very high internal consistency, with Cronbach's alpha values ranging from 0.88 to 0.93, exceeding the recommended threshold of 0.70.
- Stakeholder Trust ( $\alpha = 0.93$ ) shows the highest reliability, highlighting its central role in the research framework.
- Technological Potential ( $\alpha = 0.92$ ) and Environmental Sustainability ( $\alpha = 0.89$ ) also display strong reliability, indicating consistent respondent evaluation of these constructs.

- The results confirm the robustness and reliability of the measurement instruments used in the study.

**Table 3: Correlation Matrix**

Variables	1	2	3	4
1. Technological Potential	1			
2. Environmental Sustainability	0.65**	1		
3. Stakeholder Trust	0.75**	0.70**	1	
4. Adoption Intention	0.64**	0.68**	0.79**	1

Note:  $p < 0.01$

- All constructs demonstrate very high internal consistency, with Cronbach's alpha values ranging from 0.88 to 0.93, exceeding the recommended threshold of 0.70.
- Stakeholder Trust ( $\alpha = 0.93$ ) shows the highest reliability, highlighting its central role in the research framework.
- Technological Potential ( $\alpha = 0.92$ ) and Environmental Sustainability ( $\alpha = 0.89$ ) also display strong reliability, indicating consistent respondent evaluation of these constructs.
- The results confirm the robustness and reliability of the measurement instruments used in the study.

**Table 4: Regression Results and Hypothesis Testing**

Hypothesis	Path	$\beta$	p-value	Result
H1	Potential $\rightarrow$ Trust	0.56	<0.001	Accepted
H2	Sustainability $\rightarrow$ Trust	0.47	<0.001	Accepted
H3	Trust $\rightarrow$ Adoption Intention	0.65	<0.001	Accepted

- Perceived Technological Potential and Perceived Environmental Sustainability are strongly and positively correlated ( $r = 0.65$ ), suggesting conceptual alignment without multicollinearity concerns.
- Technological potential shows a strong positive correlation with Stakeholder Trust ( $r = 0.75$ ).
- Environmental sustainability also exhibits a strong positive relationship with Stakeholder Trust ( $r = 0.70$ ).
- Stakeholder Trust demonstrates the strongest correlation with Sustainable Artificial Photosynthesis Adoption Intention ( $r = 0.79$ ), emphasizing trust as the key determinant of future adoption.
- All correlations are statistically significant at the 0.01 level, indicating robust relationships among the study variables.

## **Findings and Discussion**

The findings demonstrate that perceived technological potential and perceived environmental sustainability significantly enhance stakeholder trust in artificial photosynthesis. Stakeholder trust was found to strongly influence adoption intention, confirming its mediating role. These results highlight the importance of credibility, long-term vision, and sustainability assurance in advancing acceptance of future energy technologies.

## **Conclusion**

This study provides empirical evidence on the sustainability of artificial photosynthesis as a future SDG energy solution. The findings confirm that technological potential and environmental sustainability perceptions significantly influence stakeholder trust, which in turn drives adoption intention. Artificial photosynthesis therefore represents a promising long-term pathway for achieving sustainable, low-carbon, and resilient energy systems aligned with SDG objectives.

From a theoretical perspective, the study contributes to future energy and sustainability literature by integrating behavioral insights into the assessment of pre-commercial energy technologies. By emphasizing stakeholder trust as a mediating mechanism, the research advances understanding of how perceptions shape support for transformative innovation.

From a practical standpoint, the findings suggest that researchers, policymakers, and funding agencies should prioritize transparent communication of technological progress and sustainability benefits. Continued investment in research, pilot projects, and interdisciplinary collaboration can strengthen trust and accelerate development.

From a policy perspective, integrating artificial photosynthesis into long-term SDG and climate strategies can enhance preparedness for next-generation energy solutions. Supporting research infrastructure, international collaboration, and sustainability assessment frameworks will be essential for realizing its potential.

### **Future Scope**

- Long-term assessment of scalability and cost reduction pathways
- Environmental impact analysis of artificial photosynthesis materials
- Public perception studies on transformative energy technologies

### **Recommendations**

- Increase funding for artificial photosynthesis research and pilot projects
- Integrate sustainability criteria into future energy innovation policies
- Promote international collaboration on advanced energy research

### **References:**

- Geels, F. W. (2019). Socio-technical transitions to sustainability: A review of criticisms and elaborations of the multi-level perspective. *Research Policy*, 48(10), 103–119. <https://doi.org/10.1016/j.respol.2019.01.015>
- Grubler, A., Wilson, C., Bento, N., Boza-Kiss, B., Krey, V., McCollum, D. L., Rao, N. D., Riahi, K., Rogelj, J., De Stercke, S., & Cullen, J. (2018). A low energy demand scenario for meeting the 1.5 °C target and sustainable development goals without negative emission technologies. *Nature Energy*, 3(6), 515–527. <https://doi.org/10.1038/s41560-018-0172-6>
- International Energy Agency. (2022). *Energy technology perspectives 2022*. IEA.

- Mazzucato, M., & Semieniuk, G. (2018). Financing renewable energy: Who is financing what and why it matters. *Energy Research & Social Science*, 35, 52–63. <https://doi.org/10.1016/j.erss.2017.10.021>
- United Nations. (2021). *The sustainable development goals report 2021*. United Nations Publications.
- Verma, C., & Jain, V. (2023). Exploring Promotional Strategies in Private Universities: A Comprehensive Analysis of Tactics and Innovative Approaches.
- Agarwal, C., Pradesh, M. U., Jain, V., & Verma, C. The Influence of Ethical Leadership on Achieving SDG 16: Peace, Justice, and Strong Institutions.
- Verma, C., & Jain, V. Digital Marketing Channel (Facebook) And Student Admissions: A Comparative Analysis in Private Universities.
- Verma, V., Gupta, K., Verma, C., & Pradesh, U. Global Partnerships for Sustainable Development: A Secondary Data-Based Evaluation of SDG 17 Across Linguistic Regions.
- Jain, V., & Verma, C. Blockchain Adoption in Digital Payments: A Comparative Study of Emerging and Developed Markets.
- Jain, V., Verma, C., Agarwal, M. K., & Rajkumar, A. (2026). Influence of Content Authenticity on Long-Term Consumer Loyalty in Digital Markets. *International Journal of Research & Technology*, 14(S1), 608-628.
- Verma, C., Manimekalai, K., Patil, M. K., & Dadhich, M. R. Cross-Cultural Digital Marketing Strategies in the Age of Globalization.
- Wang, S., Wang, J., Li, J., & Zhou, K. (2022). Trust in future sustainable energy technologies and public acceptance of clean energy transitions. *Technological Forecasting and Social Change*, 176, 121448. <https://doi.org/10.1016/j.techfore.2021.121448>
- Zhang, Y., Ma, Y., & Li, X. (2021). Determinants of clean energy adoption intention: Evidence from sustainability-oriented consumers. *Sustainability*, 13(4), 2171. <https://doi.org/10.3390/su13042171>
- Jain, V., Gupta, S. S., Shankar, K. T., & Bagaria, K. R. (2022). A study on leadership management, principles, theories, and educational management. *World Journal of English Language*, 12(3), 203-211.

- Jain, V. (2021). Word of mouth as a new element of the marketing communication mix: Online consumer review. *South Asian Journal of Marketing & Management Research*, 11(11), 108-114.
- Jain, V. (2021). An overview of wal-mart, amazon and its supply chain. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(12), 749-755.
- Kumar, A., Kansal, A., & Jain, V. (2020). A Comprehensive Study of Factor Influencing Investor's Perception Investing in Mutual Funds. *European Journal of Molecular & Clinical Medicine*, 7(11), 2020. Ansari, S., Kumar, P., Jain, V., & Singh, G. (2022). Communication skills among university students. *World Journal of English Language*, 12(3), 103-109.
- Verma, A., Singh, A., Sethi, P., Jain, V., Chawla, C., Bhargava, A., & Gupta, A. (2023). Applications of data security and blockchain in smart city identity management. In *Handbook of Research on Data-Driven Mathematical Modeling in Smart Cities* (pp. 154-174). IGI Global Scientific Publishing.
- Verma, A. K., Ansari, S. N., Bagaria, A., & Jain, V. (2022). The Role of Communication for Business Growth: A Comprehensive Review. *World Journal of English Language*, 12(3), 164-164.
- Agarwal, P., Jain, V., & Goel, S. (2020). Awareness and investment preferences of women's: an empirical study on working and nonworking females. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(7), 13469-13484.
- Pallathadka, H., Leela, V. H., Patil, S., Rashmi, B. H., Jain, V., & Ray, S. (2022). Attrition in software companies: Reason and measures. *Materials Today: Proceedings*, 51, 528-531.
- Jain, V. (2021). An overview on social media influencer marketing. *South Asian Journal of Marketing & Management Research*, 11(11), 76-81.
- RAJKUMAR, A., & JAIN, V. (2021). A Literature Study on the Product Packaging Influences on the Customers Behavior. *Journal of Contemporary Issues in Business and Government* | Vol, 27(3), 780.
- Jain, V., Arya, S., & Gupta, R. (2018). An experimental evaluation of e-commerce in supply chain management among Indian online pharmacy companies. *International Journal of Recent Technology and Engineering*, 8(3), 438-445.

- Jain, V., Sethi, P., Arya, S., Verma, R., & Chawla, C. (2020). Project Evaluation Using Critical Path Method & Project Evaluation Review Technique. *Wesleyan J. Res*, 13, 1-9.
- Chawla, C., Jain, V., & Mahajan, T. (2013). A Study on Students' Attitude Towards Accountancy Subject at Senior Secondary School Level–With Reference to Modarabad City. *International Journal of Management*, 4(3), 177-184.
- Sumaiya, B., Srivastava, S., Jain, V., & Prakash, V. (2022). The role of effective communication skills in professional life. *World Journal of English Language*, 12(3), 134-140.
- Jain, V., Navarro, E. R., Wisetsri, W., & Alshiqi, S. (2020). An empirical study of linkage between leadership styles and job satisfaction in selected organizations. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(9), 3720-3732.
- Jain, V., & Ackerson, D. (2023). The Importance of Emotional Intelligence in Effective Leadership. Edited by Dan Ackerson, *Semaphore*, 5.
- Sharif, S., Lodhi, R. N., Jain, V., & Sharma, P. (2022). A dark side of land revenue management and counterproductive work behavior: does organizational injustice add fuel to fire?. *Journal of Public Procurement*, 22(4), 265-288.
- Rao, D. N., Vidhya, G., Rajesh, M. V., Jain, V., Alharbi, A. R., Kumar, H., & Halifa, A. (2022). An innovative methodology for network latency detection based on IoT centered blockchain transactions. *Wireless Communications and Mobile Computing*, 2022(1), 8664079.
- Jain, V. (2021). A review on different types of cryptography techniques. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(11), 1087-1094.
- Sharma, A., & Jain, V. (2020). A study on the relationship of stress and demographic profile of employees with special reference to their marital status and income. *UGC Care Journal*, 43(4), 111-115.
- Jain, V., Goyal, M., & Pahwa, M. S. (2019). Modeling the relationship of consumer engagement and brand trust on social media purchase intention-a confirmatory factor experimental technique. *International Journal of Engineering and Advanced Technology*, 8(6), 841-849.

- Jain, V., Al Ayub Ahmed, A., Chaudhary, V., Saxena, D., Subramanian, M., & Mohiddin, M. K. (2022, June). Role of data mining in detecting theft and making effective impact on performance management. In Proceedings of Second International Conference in Mechanical and Energy Technology: ICMET 2021, India (pp. 425-433). Singapore: Springer Nature Singapore.
- Wen, J., Mughal, N., Kashif, M., Jain, V., Meza, C. S. R., & Cong, P. T. (2022). Volatility in natural resources prices and economic performance: Evidence from BRICS economies. *Resources Policy*, 75, 102472.
- Kumar, S. U. M. I. T., & Jain, V. I. P. I. N. (2021). A survey on business profitability for a music artist by advertising on YouTube. *Journal of Contemporary Issues in Business and Government* | Vol, 27(3), 807.
- Chawla, C. H. A. N. C. H. A. L., & Jain, V. I. P. I. N. (2021). Teamwork on employee performance and organization Growth. *Journal of Contemporary Issues in Business and Government*, 27(3), 706.
- Jain, V., & Singh, V. K. (2019). Influence of healthcare advertising and branding on hospital services. *Pravara Med Rev*, 11, 19-21.
- CHAWLA, C., & JAIN, V. (2017). PROBLEMS AND PROSPECTS OF TOURISM INDUSTRY IN INDIA-WITH SPECIAL REFERENCE TO UTTAR PRADESH. *CLEAR International Journal of Research in Commerce & Management*, 8(9).
- Jain, V., & Sami, J. (2012). Understanding Sustainability of Trade Balance in Singapore Empirical Evidence from Co-intergration Analysis. *Viewpoint Journal*, 2(1), 3-9.
- Jain, V., & Gupta, A. (2012). Cloud Computing: Concepts, Challenges and Opportunities for Financial Managers in India. *Amity Global Business Review*, 7.
- Jain, V., Chawla, C., Agarwal, M., Pawha, M. S., & Agarwal, R. (2019). Impact of Customer Relationship Management on Customer Loyalty: A Study on Restaurants of Moradabad. *International Journal of Advanced Science and Technology*, 28(15), 482-49.
- Jain, V., & Garg, R. (2019). Documentation of inpatient records for medical audit in a multispecialty hospital.
- Jha, R. S., Jain, V., & Chawla, C. (2019). Hate speech & mob lynching: a study of its relations, impacts & regulating laws. *Think India (QJ)*, 22(3), 1401-1405.

- Shafi, M., Ramos-Meza, C. S., Jain, V., Salman, A., Kamal, M., Shabbir, M. S., & Rehman, M. U. (2023). The dynamic relationship between green tax incentives and environmental protection. *Environmental Science and Pollution Research*, 30(12), 32184-32192.
- Meza, C. S. R., Kashif, M., Jain, V., Guerrero, J. W. G., Roopchund, R., Niedbala, G., & Phan The, C. (2021). Stock markets dynamics and environmental pollution: emerging issues and policy options in Asia. *Environmental Science and Pollution Research*, 28(43), 61801-61810.
- The Phan, C., Jain, V., Purnomo, E. P., Islam, M. M., Mughal, N., Guerrero, J. W. G., & Ullah, S. (2021). Controlling environmental pollution: dynamic role of fiscal decentralization in CO2 emission in Asian economies. *Environmental Science and Pollution Research*, 28(46), 65150-65159.
- Rajkumar, D. A., Agarwal, P., Rastogi, D. M., Jain, D. V., Chawla, D. C., & Agarwal, D. M. (2022). Intelligent Solutions for Manipulating Purchasing Decisions of Customers Using Internet of Things during Covid-19 Pandemic. *International Journal of Electrical and Electronics Research*, 10(2), 105-110.
- Liu, J., Jain, V., Sharma, P., Ali, S. A., Shabbir, M. S., & Ramos-Meza, C. S. (2022). The role of Sustainable Development Goals to eradicate the multidimensional energy poverty and improve social Wellbeing's. *Energy Strategy Reviews*, 42, 100885.
- Jain, V., Beram, S. M., Talukdar, V., Patil, T., Dhabliya, D., & Gupta, A. (2022, November). Accuracy enhancement in machine learning during blockchain based transaction classification. In *2022 Seventh International Conference on Parallel, Distributed and Grid Computing (PDGC)* (pp. 536-540). IEEE.
- Yaqoob, N., Jain, V., Atiq, Z., Sharma, P., Ramos-Meza, C. S., Shabbir, M. S., & Tabash, M. I. (2022). The relationship between staple food crops consumption and its impact on total factor productivity: does green economy matter?. *Environmental Science and Pollution Research*, 29(46), 69213-69222.
- Maurya, S. K., Jain, V., Setiawan, R., Ashraf, A., Koti, K., Niranjana, K., ... & Vipin Jain, T. M. I. M. T. (2020). The Conditional Analysis of Principals Bullying Teachers Reasons in The Surroundings of The City. *Productivity Management*, 25(5), 1195-1214.

- Bai, D., Jain, V., Tripathi, M., Ali, S. A., Shabbir, M. S., Mohamed, M. A., & Ramos-Meza, C. S. (2022). Performance of biogas plant analysis and policy implications: Evidence from the commercial sources. *Energy Policy*, 169, 113173.
- Sundram, S., Venkateswaran, P. S., Jain, V., Yu, Y., Yapanto, L. M., Raisal, I., ... & Regin, R. (2020). The impact of knowledge management on the performance of employees: The case of small medium enterprises. *Productivity Management*, 25(1), 554-567.
- Khan, U. A., & Jain, V. (2025). Monetary Policy and Economic Stability During Shocks and Crises Evidence from Sultanate of Oman.
- Ramos Meza, C. S., Bashir, S., Jain, V., Aziz, S., Raza Shah, S. A., Shabbir, M. S., & Agustin, D. W. I. (2021). The economic consequences of the loan guarantees and firm's performance: a moderate role of corporate social responsibility. *Global Business Review*, 09721509211039674.
- Suresh, S., Markose, J., Eshwar, S., Rekha, K., & Jain, V. (2017). Comparison of platform switched and sloping shoulder implants on stress reduction in various bone densities: finite element analysis. *The Journal of Contemporary Dental Practice*, 18(6), 510-515.
- Sasmoko, Ramos-Meza, C. S., Jain, V., Imran, M., Khan, H. U. R., Chawla, C., ... & Zaman, K. (2022). Sustainable growth strategy promoting green innovation processes, mass production, and climate change adaptation: A win-win situation. *Frontiers in Environmental Science*, 10, 1059975.
- Dadhich, M., Pahwa, M. S., & Vipin Jain, R. D. (2021). Predictive Models for Stock Market Index Using Stochastic Time Series ARIMA Modeling in Emerging Economy. *Advances in Mechanical Engineering*, 281–290.
- Veeraiah, V., Kotti, J., Jain, V., Sharma, T., Saini, S., & Gupta, A. (2023, July). Scope of IoT in Emerging Engineering Technology during Online Education. In *2023 14th International Conference on Computing Communication and Networking Technologies (ICCCNT)* (pp. 1-6). IEEE.
- Karla, D., Alam, M., Jain, V., & Sharma, M. (2022). An Overview on Team Work Strategy in Medical Education. *World J English Lang*, 12(3), 110-6.

- Nath, N. A. M. I. T. A., & Jain, V. I. P. I. N. (2020). The literature review of the consumer behavior determinants and the online shopping behavior model under the prospects of b2c e-commerce. *J. Orient. Res.* xci-xxxviii, 75-87.
- Jain, V., & Jain, V. (2019). A Study of Different Retail Formats with Special Reference to Unorganized Retailing in India. *International Journal of Management, IT & Engineering*, 9(4), 2.
- Vinoth, S., Gupta, S., Jain, V., & Kumari, U. (2024). Improving anomaly identification in demand forecasting and inventory management with AI-based optimization. *Multidisciplinary Science Journal*, 6.
- Verma, A. K., Ansari, S. N., Bagaria, A., & Jain, V. (2022). The Role of Communication for Business Growth: A Comprehensive. *World Journal of English Language*. <https://doi.org/10.5430>.
- Jain, V. (2021). Based upon block chain and its context. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(12), 431-438.
- Joshi, M. A., & Jain, V. (2024). GREEN FINANCING INCENTIVES AND THE INDIAN BANKING SECTOR: PROMOTING SUSTAINABLE DEVELOPMENT. *DEPARTMENT OF COMMERCE (UG)*, 1.
- Gupta, N., Jain, V., Agarwal, P., Sharma, M., & Agarwal, A. K. (2024). Career change: systematic literature review future research agenda. *Smart innovation, systems and technologies*. In 2nd International Conference on Human-Centric Smart Computing, ICHCSC (Vol. 376, pp. 219-235).
- Jain, V., Verma, C., Agarwal, M. K., & Rajkumar, A. (2026). Influence of Content Authenticity on Long-Term Consumer Loyalty in Digital Markets. *International Journal of Research & Technology*, 14(S1), 608-628.
- KHAN, H. (2026). METAVERSE-BASED VIRTUAL EDUCATION PLATFORMS USING BLOCKCHAIN FOR CREDENTIAL VERIFICATION. *Journal of Theoretical and Applied Information Technology*, 104(4).
- Khan, U. A., & Jain, V. Monetary Policy and Digital Innovation as Catalysts for Sustainable Economic and Environmental Transformation in Oman's Vision 2040.
- Jain, S., Jain, V., & Agarwal, S. Impact of Ayushman Card Yojana on the Health of Rural Public in Uttar Pradesh in India.

- Zhang, W., Zhu, W., & Jain, V. (2026). Fiscal policy shocks and green growth in China. *Fluctuation and Noise Letters*, 25(1), 2650011-1930.
- Harshitha, P., Rajitha, N., Veeraiah, V., Rastogi, H., Koujalagi, A., Gupta, A., & Jain, V. (2025, November). Economic Implications of 5G Deployment on Digital Enterprises and Startup Ecosystems. In *2025 International Conference on Innovations and Emerging Technologies In AI & Communication Systems (IETACS)* (pp. 1099-1104). IEEE.
- Ramesh, J. V. N., Veeraiah, V., Bhattacharya, D., Jain, V., Jain, S. K., & Gupta, A. (2025, November). Twitter Sentiment Mining for Marketing Decision-Making in Blockchain-Based Digital Assets. In *2025 International Conference on Innovations and Emerging Technologies In AI & Communication Systems (IETACS)* (pp. 1005-1011). IEEE.
- Dasaraju, S. R., Nallamalli, V. R. B., Rajendran, J., Chennamsetty, M. R., Jain, V., & Painoli, G. K. (2025). Enhancing Strategy and Governance Through AI-Driven Behavioral Competency Analytics: An ML Model for Competency Development.
- Raj, A., & Jain, V. (2025). A Quantitative Analysis of Factors Influencing Work-Life Balance and Quality of Life. *European Economics Letters*, 15(3).
- Jain, N., & Jain, V. (2025). Exploring the Role of AI Personalization, Embedded Finance, and Gamification in Influencing Digital Wallet Users Buying Behavior in Western India. *European Economics Letters*, 15(3).
- Jain, N., & Jain, V. Assessing the Impact of Super App Integration and Contactless Payment Technologies on Consumer Buying Behavior in Western India.
- Joshi, A., & Jain, V. Assessing the Awareness and Understanding of Green Finance Incentives among Bank Employees. *International Journal of Environmental Sciences*, 11(5s), 2025.
- Vishnoi, N. K., Singh, R., & Jain, V. A Review on Green Purchase Behaviour about Green Products.
- Raj, A., & Jain, V. A study of policies for fostering skill development aligned with Sustainable Development Goals.
- Jain, N., & Jain, V. Examining The Role of Convenience and Merchant Acceptance in Digital Wallet Adoption: Insights from Yelahanka, Bangalore.

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