



**Jagan Institute of Management Studies**  
3, Institutional Area, Sector-5, Rohini, Delhi-110085

**Details of Publications in UGC Care-II  
Journals**

**Annexure IV-C**



**List of Publications in UGC Care II for AS-2022-23**

S.No	Faculty Name	Journal	Topic of the Paper	Indexing	Weblink	DOI Number/ISSN No.	Month and Year of publication
1	Dr. Praveen Kumar Gupta	International Research Journal of Modernization in Engineering Technology and Science	Data Science and its Relation to Big Data and Machine Learning	UGC Care Approved	<a href="https://www.irjmetcs.com/uploadedfiles/paper/volume3/issue_5_may_2021/9332/1628083378.pdf">https://www.irjmetcs.com/uploadedfiles/paper/volume3/issue_5_may_2021/9332/1628083378.pdf</a>	ISSN: 2582-5208	May-23
2	Ms. Sonal Pahwa	The Journal Of Oriental Research Madras	Role Of E-Governance in Digitization of Public Services: Opportunities and Challenges For India	UGC CARE II	Hard Copy	ISSN: 0022-3301	Apr-23
3	Dr. J K Goyal	AEGAEUM Journal	Reliability of Student's feedback of Teacher	UGC Approved	<a href="https://drive.google.com/file/d/1Wdev-gKXuA7bc7CJPGjwRU4VnwtGwUC/view">https://drive.google.com/file/d/1Wdev-gKXuA7bc7CJPGjwRU4VnwtGwUC/view</a>	ISSN 0776-3808	Feb-23
4	Dr. Amisha Gupta with Student	International Journal of Early Childhood Education (INT-JECSE)	Youth Perception Towards Cryptocurrency	UGC Care II	<a href="https://www.int-jecse.net/article/Youth+Perception+Toward+Cryptocurrency_1371/">https://www.int-jecse.net/article/Youth+Perception+Toward+Cryptocurrency_1371/</a>	ISSN: 1308-5581	Dec-22
5	Dr. Amisha Gupta with Student	International Journal of Advances in Engineering and Management	Disruptions Exacerbating Student's E-Learning Process - An empirical work	UGC Approved	<a href="https://jiaem.net/issue_dcp/Disruption%20Exacerbating%20Student%20s%20E%20Learning%20Process%20An%20Empirical%20Work.pdf">https://jiaem.net/issue_dcp/Disruption%20Exacerbating%20Student%20s%20E%20Learning%20Process%20An%20Empirical%20Work.pdf</a>	ISSN: 2249-6661	Dec-22
6	Dr. Parminder Kaur Bajaj	Sambodhi Journal	Forecasting of mcx gold prices using arima model	UGC Approved	Hard Copy	ISSN: 2249-6661	Dec-22



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7	Ms. Harpreet Rakhra	International Journal of behavioural sciences	Effect of mental health issues on the work performance of individuals and strategies to cope with it at the workplace	UGC Approved	<a href="http://www.connectjournals.com/toc2.php?abstract=3377301H_03_IJBS_3212_21-25a.pdf&amp;&amp;bookmark=CJ-034322&amp;&amp;issue_id=01-02&amp;&amp;vaer=2017-19">http://www.connectjournals.com/toc2.php?abstract=3377301H_03_IJBS_3212_21-25a.pdf&amp;&amp;bookmark=CJ-034322&amp;&amp;issue_id=01-02&amp;&amp;vaer=2017-19</a>	ISSN : 0971-3190	Dec-22
8	Dr. Amisha Gupta	Garuda Review Journal	Perception of Indian Consumers towards Continued use of Digital Fitness Services	UGC Care Approved	<a href="https://drive.google.com/file/d/1zwN/view">https://drive.google.com/file/d/1zwN/view</a> <a href="https://drive.google.com/file/d/1zwN/view">https://drive.google.com/file/d/1zwN/view</a>	ISSN: 0363-8057	Jul-22



## Reliability of Students' Feedback of Teachers

Dr. J K Goyal, Professor (Former Director 2006-2018), JIMS and Dr. Vinod Kumar, Professor JIMS

**Section-I:-** In deference to the wishes of his father Dashratha, Rama spent fourteen years in exile along with his wife, Sita and younger brother – Lakshmana. While in exile, a demon, Ravana, abducted Sita and kept her in his custody for nearly one year till Rama killed Ravana and brought his wife back. After spending fourteen years in exile, Rama came back to his kingdom- Ayodhya, along with Sita and Lakshmana. Everyone in his kingdom was ecstatic with joy on his return. He was immediately crowned the king of Ayodhya and was affectionately called - Raja Rama. His rule was absolutely transparent, fair, and egalitarian and just- in short it was Utopian in every sense. In India, Rama Rajya (Rama's reign) is still an acronym for Utopian state which every ruler aspires to achieve. As we know, rulers everywhere are surrounded by sycophants and favour-seekers who would feed him the "good news" only. Prudent kings would have their own set of spies who would report directly to the king



the state of affairs in their Kingdom. Sometimes the kings would go out their places in disguise to get genuine feedback of the quality of their reign. Once Lord Rama was also on a similar mission-moving in disguise in Ayodhya. In one of the streets, he came across a congregation of people. He mingled with the masses. There he saw that a washer man was beating his wife mercilessly. One of the onlookers asked him the reason. The washer man said his wife stayed away from home all night last night without his consent. The washer man suspected her of having extra marital affair. The wife was pleading that nothing of that sort had happened and was assuring her husband of her 'purity'. Hearing this, the washer man retorted. "I am not Rama who would take his wife back even after her living with another man for one year without testing her purity, you must leave my house immediately". The people surrounding the washer man appeared to be agreeing to what he stated. This remark forced Rama to think. In his kingdom, how can there be two different yardsticks- one for washer woman and the other for queen. In order to maintain justice and equal treatment, Rama decided to



## Perception of Indian Consumers towards continued use of Digital Fitness Services

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### Abstract:

**Purpose-** During the pandemic, many people have moved to digital services for fitness activities (either to explore choices or because they didn't have any other choice) but will they continue to use these services in the future also. This paper aims to determine whether the trend of adopting digital fitness services in India will continue/sustain in the long term.

**Design/methodology/approach-** The conceptual framework is created by evaluating the aspects that can influence an individual's decision. To evaluate the suggested framework, data from a survey of 119 Indian respondents were collected and analyzed using correlation and regression.

**Findings-** This study shows that awareness, convenience, accessibility & cost have an impact on consumers' decision to adopt digital fitness services. But other than these there are a lot of other factors that also have an impact on the decision. Most of the respondents still want to go back to brick & mortar setups i.e., gyms. So, digital services cannot get the upper hand over gyms in near future.

**Originality/value-** This study tries to find factors other than COVID-19 that can impact consumer decision to adopt digital fitness services & remain there for a longer period.

**Keywords-** Digital fitness services, Technology adoption, Fitness, pandemic, Consumer's perception, Behavioural intention to use, Future of fitness

**Paper type-** Research paper



## 1. Introduction:

"A single death is a tragedy, a million deaths- a statistic" - Joseph Stalin  
The Covid-19 pandemic has initiated an urgency to no longer neglect health and fitness. Traditionally and ignorantly, fitness was associated just with the state of not being sick. To be precise, fitness refers to the condition of being physically strong and healthy. Comprehensively, it involves having a fit mind, body, and spirit. The totality of Indian customers is now the most health-conscious than ever before. They have started viewing fitness as a precautionary measure and thus, a fundamental element of each one's thought process pertaining to the decision-making about a particular product or service. Resultantly, the utility offered has to cater to this emerging trend in the Indian market. Today, the customer requires a watch to not just depict the time but also to generate and keep track of physical fitness, sleep quality, and much more. Owing to the physical restrictions, the phases during the Waves witness a significant decline in the number of gym memberships, but the number of health seekers has increased manifold. This growing potential can be well harnessed by using Technology, clubbed with the internet, to use it as a tool to provide sustainable solutions to health and fitness. The use of Fitness apps and other devices has increased by many folds in pandemic times. According to the data from Statista, in India, the number of downloads in the Health & Fitness segment is projected to reach 293.4 m downloads in 2022. In-app purchase (IAP) revenue is projected to reach ₹1,208 m and Paid app revenue is projected to reach ₹38 m in 2022. According to IDC's Worldwide Quarterly Wearable Device Tracker, the Indian wearable market registered 11.8 million shipments in 3Q20, clocking 165.1% year-over-year (YoY) growth.

From the data available on the net, we can observe digital fitness was growing in pre-covid times, but covid had accelerated the growth of this industry. But questions that guided research are is this trend is there to stay, is Indian consumers are more preferring home gyms post covid, as all other industries Fitness will also adopt the hybrid model, apart from covid that are the other major contributors to this shift, Will small player in the industry also have to shift to digital to stay in the competition, is it accessible for consumers to do workouts at home, do people have accessibility to smart devices and internet. Researchers want to know will the consumers have an intention to adopt the digital fitness trend for a long period or not.

## 2. Literature Review:

The covid-19 pandemic has made us all comfortable doing everything digitally from buying groceries to insurance online. The pandemic has made us all realize the importance of health and it became extremely important to have a good immunity system to fight the virus. 2 key things to focus on for a good immune system are (a) Diet and (b) Exercise. For the former people started eating healthy

