



# **Details of Publications in Conference Proceeding**

## **Annexure IV-E**



Annexure IV-E



## Details of Conference Proceeding with ISBN No. for AS 2023-24

S. No.	Faculty Name	Name of the conference	Conference Organizer	Title of the paper	Weblink	ISBN No/ ISSN No.	Date from	Date to
1	Dr. Geeta Sharma	FORE INTERNATIONAL CASE CONFERENCE 2023 on 'Innovation for Sustainable Future'	FORE School of Management, New Delhi	Strategic analysis of lithium discovery in india	<a href="https://www.fsm.ac.in/pdf/FORE-International-Case-Conference-(FICC)-2023.pdf">https://www.fsm.ac.in/pdf/FORE-International-Case-Conference-(FICC)-2023.pdf</a>	ISBN - 978-93-56408-64-7	02-06-2023	03-06-2023
2	Dr. Shivani Wadhwa	Exploring the essence: Indian Economic thought in contemporary perspectives	GGSIU	Contemporary Applications of Indian Economic Thoughts : Economic Ideologies for Sustainable	Hardcopy	ISSN No: 0030-5324	22-02-2024	23-02-2024
3	Dr. Akanksha Upadhyaya	4th International Conference on the Role of Innovation,	OP Jindal University	Unveiling the Empowered Voice: Exploring Indian Women's Perspectives on Women's	<a href="https://journalpressindia.afilp.in/OPJindal_CRIEMSD2023_Proceedings">https://journalpressindia.afilp.in/OPJindal_CRIEMSD2023_Proceedings</a>	ISBN 978-93-91535-68-1	03-11-2023	04-11-2023
4	Dr. Akanksha Upadhyaya	ICRAEMT-2024	MIET, Greater Noida	Assessing the Influence of Training and Development Programs on Employee Motivation in the	<a href="http://proceeding.conferenceworld.in/ICRAEMT-2024/Preface.pdf">http://proceeding.conferenceworld.in/ICRAEMT-2024/Preface.pdf</a>	ISBN 978-93-91535-68-1	01-20-2024	
5	Ms. Deepika	International conference on "Redefining business and managerial practices for	RDIAS New Delhi	Bridging the gap: empowering youth and women for sustainable global business	<a href="https://www.bloomsbury.com/in/redefining-business-and-managerial-practices-">https://www.bloomsbury.com/in/redefining-business-and-managerial-practices-</a>	9789356409019	22-Dec-23	23-Dec-23
6	Dr. Shivani Vats	IFIP WG 8.6 CONFERENCE 2023	IIM Nagpur	The Impact of Virtual Reality in Education: A Comprehensive Research Study	<a href="https://link.springer.com/chapter/10.1007/978-3-031-50204-0_11">https://link.springer.com/chapter/10.1007/978-3-031-50204-0_11</a>	978-3-031-50204-0	15-12-2023	16-12-2023
7	Mr. Sunny Seth	International Research Conference	Symbiosis School of Banking and Finance,	Role of Fintech in Reducing the Gender Gap in Financial and Digital Inclusion	<a href="https://www.researchgate.net/publication/373992391">https://www.researchgate.net/publication/373992391</a>	2582-7421	21st Sep 2023	
8	Dr. Parminder Bajaj	International Conference on Digital Mittal School of Business, Lovely	Mittal School of Business, LPU	"Let's Have a Chat! A Conversation with ChatGPT: ChatBots & Generative AI"	<a href="https://www.appleacademicpress.com/integrating-artificial-intelligence-">https://www.appleacademicpress.com/integrating-artificial-intelligence-</a>	9781779640482	18th August 2023	
9	Mr. Ankur Tayal	Exploring the essence indian economic thought in contemporary perspective	GGSIU	"Indian Contemporary Applications of Indian Economic Thoughts : Economic Ideologies For Sustainable	Hardcopy	ISSN No: 0030-5324	22-02-2024	23-02-2024
10	Ms. Megha Mohan	3Ps (People, Planet & Prosperity) Creating Sustainable Global Business	ITS Ghaziabad	Examining Graduate's Employability in relation to Education	<a href="https://iaraedu.com/pdf/ijair-volume-11-issue-2-iv-april-june-2024.pdf">https://iaraedu.com/pdf/ijair-volume-11-issue-2-iv-april-june-2024.pdf</a>	2394 - 7780	03-05-2024	04-05-2024





11	Dr. Sachin Sabharwal	International Conference on Digital Transformation for Business Sustainability	Mittal School of Business, LPU	A conversation with ChatGPT: ChatBots & Generative AI	<a href="https://www.apleacademicpress.com/integrating-artificial-intelligence-">https://www.apleacademicpress.com/integrating-artificial-intelligence-</a>	9781779640482	18th August 2023
12	Dr. Sachin Sabharwal	International Conference on 3Ps(People, Planet and Prosperity): Creating A	ITS, Ghaziabad	India's Direction Towards Sustainable Energy Alternatives	<a href="https://iaraedu.com/pdf/iair-volume-11-issue-2-iv-april-june-2024.pdf">https://iaraedu.com/pdf/iair-volume-11-issue-2-iv-april-june-2024.pdf</a>	ISSN: 2394-7780	03-05-2024
13	Dr. Sachin Sabharwal	International Conference on 3Ps(People, Planet and Prosperity): Creating A	ITS, Ghaziabad	Business Growth Through Digital Transformation	<a href="https://iaraedu.com/pdf/iair-volume-11-issue-2-iv-april-june-2024.pdf">https://iaraedu.com/pdf/iair-volume-11-issue-2-iv-april-june-2024.pdf</a>	ISSN: 2394-7780	03-05-2024
14	Dr. Geeta Sharma	2nd International Conference 2Advances in DATA-Driven Computing	BITS Pilani, NFSU COLLAB	Steganalysis of Reversible Digital Watermarking Algorithm base on LWT and SVD	<a href="https://link.springer.com/book/10.1007/978-981-99-9521-9">https://link.springer.com/book/10.1007/978-981-99-9521-9</a>	eBook ISBN: 978-981-99-9521	21-09-2023
15	Dr. Ankita Chopra	Suscon X - 10th International Conference on Sustainability	IIM Shillong	Employees Well Being: Revisiting, Reviving and Restoring the employee sustainability	Hardcopy	ISBN 9789360136062	22-11-2023
16	Dr. Ankita Chopra		Mittal School of Business, LPU	A conversation with ChatGPT: ChatBots & Generative AI	<a href="https://www.apleacademicpress.com/integrating-artificial-intelligence-chatgpt-into-marketing-economics-business-and-finance-9781779640482">https://www.apleacademicpress.com/integrating-artificial-intelligence-chatgpt-into-marketing-economics-business-and-finance-9781779640482</a>	9781779640482	18-08-2023
17	Dr. Akanksha Upadhyaya	Transformational Concepts and Tools for Entrepreneurial Leadership (Published by IGI Global)		Prospects of Green Entrepreneurship development a review of literature using R-software	Under publication <a href="https://www.igi-global.com/book/transformational-concepts-tools-entrepreneurial-leadership/321131#archiving">https://www.igi-global.com/book/transformational-concepts-tools-entrepreneurial-leadership/321131#archiving</a>	ISBN:9798369300787	Jul-05
18	Dr. Akanksha Upadhyaya	The Role of innovation, Entrepreneurship and Management for sustainable development		Unveiling the empowered voice exploring indian women's perspective on women's empowerment through association	<a href="https://journalpressindia.afile.in/OPJindal_CRIEMSD2023Proceedings">https://journalpressindia.afile.in/OPJindal_CRIEMSD2023Proceedings</a>	ISBN 978-93-91535-68-1	03-11-2023 to 04-11-2023
19	Dr. Akanksha Upadhyaya	Mangalmay institute of engineering & technology greater noida		Assessing the influence of training and development programs on employee motivation in the software industry		ISBN 978-93-91535-68-1	





20	Dr. Sonia Dhir	Handbook of Evidence Based Management Practices in Business	Empirical Investigation of Heckscher Ohlin Theory on India's Foreign Trade; Chapter 4	<a href="https://www.taylorfrancis.com/chapters/edit/10.4324/9781003415725-5/empirical-investigation-heckscher-ohlin-theory-india-foreign-trade-shri-prakash-sonia-anand-dhir?context=ubx&amp;refid=894c78fa-9917-49d7-9f70-24c0962a629b">https://www.taylorfrancis.com/chapters/edit/10.4324/9781003415725-5/empirical-investigation-heckscher-ohlin-theory-india-foreign-trade-shri-prakash-sonia-anand-dhir?context=ubx&amp;refid=894c78fa-9917-49d7-9f70-24c0962a629b</a> <a href="https://link.springer.com/book/10.1007/978-981-99-9521-9">https://link.springer.com/book/10.1007/978-981-99-9521-9</a>	ISBN 9781003415725	01-05-2024
21	Dr. Geeta Sharma	Advances in Data-Driven Computing and Intelligent Systems-2023	Steganalysis of Reversible Digital Watermarking Algorithm base on LWT and SVD	Book published as Managing Editor on behalf of Department of PGDM IB in October 2023	eBook ISBN: 978-981-99-9521	01-02-2024
22	Dr. Sonia Dhir	Navigating Indian Supply Chains A Book on Real World Case Studies		Published by JIMS Rohini	ISBN 9781003415725	Oct-23



*Sharma*



## Details of Conference Proceeding without ISBN No. for AS 2023-24

S. No.	Faculty Name	Name of the conference	National/International Conference	Conference Organizer	Title of the paper	Date from	Date to
1	Dr. Deepshikha Aggarwal	International Conference on Computations and Data Sciences (CoDS-2024)	International	Department of Mathematics IIT Roorkee in collaboration with iHUB DivyaSampark IIT Roorkee	Sound Based Smart Canes: Better Experience for Visually Impaired.	08-03-2024	10-03-2024
2	Dr. Archana B.Saxena	International Conference on Computations and Data Sciences (CoDS-2024)	International	Department of Mathematics IIT Roorkee in collaboration with iHUB DivyaSampark IIT Roorkee	Sound Based Smart Canes: Better Experience for Visually Impaired.	08-03-2024	10-03-2024
3	Dr. Suman Madan	7th INTERNATIONAL CONFERENCE ON INNOVATIVE COMPUTING AND COMMUNICATION	International	Shaheed sukdev college, DU	Cyber Security: Critical analysis on Attacks, classification and Issues	16-02-2024	17-02-2024
4	Dr. Suman Madan	World Congress on Nature and biologically inspired computing (Conference)	International	Machine Intelligence Research Labs (MIR Labs), USA	Metaheuristic Intelligence Approach for Sentimental Analysis	13-12-2023	15-2023
5	Dr. Suman Madan	5th International Conference on Advances in Information Communication Technology & Computing	International Conference	Hari Krishan Research & Development Nexus	Role of Artificial Intelligence in Cyber Security: A comprehensive study	29-04-2024	30-04-2024
6	Dr. Suman Madan	7th International Joint Conference on Advances in Computational Intelligence /JCACI 2023	International	South Asian University and Jahangirnagar University, Bangladesh	Self Driving Automobiles: Are we ready?, South Asian University	14-10-2023	15-10-2023
7	Dr. Geeta Sharma	National Youth Conference on Indian Knowledge Systems 2023	National Conference	Indian Institute of Technology Roorkee	Analysis of philosophy of indian pedagogy	25-08-2023	27-08-2023



8	Dr. Geeta Sharma	"Diversity, Equity and Inclusion: Cultures, Practices and Policies" Management, Entrepreneurship and Economics, (ICMEE), 13th ICMC 2023 International conference on management cases	International Conference	DTU	A study on factors affecting purchase intention of consumers regarding organic food in Delhi-NCR	15-09-2023	16-09-2023
9	Dr. Ankita Chopra	13th ICMC 2023 International conference on management cases	International	BIMTECH	Managing Image and Ranking of an Educational Institute : Balancing of competency and skill set	30-11-2023	02-12-2023
10	Dr. Ankita Chopra	13th ICMC 2023 International Conference on Management cases	International	BIMTECH	Managing Image and Ranking of an Educational Institute: Balancing of competency and Skill Set	30-11-2023	02-12-2023
11	Dr. Ankita Chopra	International Conference on Sustainable Conference Communication Networks and Application ICSCNA 2023	International	IEEE Society	Comparison study of different Neural Network Models for Assessing Employability Skills of IT Graduates	15-11-2023	17-11-2023
12	Dr. Ankita Chopra	5th International Conference on Artificial Intelligence and Speech Technology AIST	International	Indira Gandhi Delhi Technical University for Women	Neural Network based employability Index for IT Graduates	26-12-2023	27-12-2023
13	Ms. Raman Joshi	International conference on research & innovation in sciences - ICRISSS-2024	International	Centre for research and innovation barely Chamber of research and innovation India Delhi	Spiritual connectivity through AI:	18-06-2024	19-06-2024
14	Dr. Akanksha Upadhyaya	International Conference on Computations and Data Sciences (CoDS-2024)	International	Department of Mathematics IIT Roorkee in collaboration with iHUB DivyaSampark IIT Roorkee	Green Cloud Adoption for Sustainability: Mining Key Drivers.	08-03-2024	10-03-2024
15	Dr. Akanksha Upadhyaya	10th International Conference on Sustainability	International	IIM Shillong	Factors influencing the adoption of Green Cloud Computing for Sustainable Development : insights from association mining analysis	22-11-2023	24-11-2023





16	Dr. Praveen Arora	5th International Conference on Advances in Information Communication Technology & Computing	International Conference	Hari Krishan Research & Development Nexus	Role of Artificial Intelligence in Cyber Security: A comprehensive study	29-04-2024	30-04-2024
17	Dr. Praveen Arora	5th International Conference on Advances in Information Communication Technology & Computing	International Conference	Hari Krishan Research & Development Nexus	Privacy-Preserving AI: A Comprehensive Approach to Big Data Security	29-04-2024	30-04-2024
18	Ms. Bhavna Galhotra	5th International Conference on Engineering & Advancement in technology (ICEAT 2024)	International	ICEAT 2024	Examining the use of Iris Technology for UPI Payments	21-06-2024	22-06-2024
19	Dr. Deepti Sharma	International Conference on Computations and Data Sciences (CoDS-2024)	International	Department of Mathematics IIT Roorkee in collaboration with iHUB DivyaSampark IIT Roorkee	Sound Based Smart Canes: Better Experience for Visually Impaired.	08-03-2024	10-03-2024
20	Mr. Sunny Seth	International Conference and startuo Expo-24	International	Delhi Technological University vivek Vihar	Entrepreneurial Skills of Students in the Delhi National Capital Region (NCR) : An Assessment Study	21-02-2024	22-Feb-24
21	Mr. Sunny Seth	International Conference on Recent advances in mathematics and data science -ICRAMDS 2024	International	Maulana Azad National Institute of Technology - MANIT Bhopal	ICRADMS - Economic Analysis of an M/M/2/N Queuing System with Diverse Customer Behaviours	27-06-2024	28-Jun-24
22	Mr. Sunny Seth	1st International Hybrid Conference on Mathematical and Statistical Sciences (ICMSS-1)	International	Department of Mathematics, Statistics and Actuarial Science, Namibia University of Science and Technology	"A Transient Analysis of M/M/1/N Queuing Model with Encouraged Arrivals"	3rd July, 2023	





23	Dr. Parminder Bajaj	9th PAN IIM World Management Conference - 2023	National	PAN IIM World Management Conference	"Asymmetrical Interconnectedness Among APEC Currencies: Unveiling Insights through Time-Frequency Domain Analysis"	22-01-2024	24-01-2024
24	Ms. Megha Sharma	Exploring the essence of Indian economic thought in contemporary perspective	National	GGSIU	Unveiling Inclusive Finance: Tracing the Trajectory of India's Financial Post-Independence Period	22-02-2024	23-02-2024
25	Dr. Priyanka Gandhi	5th International Conference on Entrepreneurship & Business Sustainability 2024	International	Sherubtse College Auditorium	Beating the Competition: Balancing Logistics with Economics of Scale	03-05-2024	05-05-2024
26	Dr. Priyanka Gandhi	Harmony in Innovation: Navigating Global Business Landscapes through Emerging Technologies and Dynamic Management Strategies	International	IIT Roorkee	Unveiling The Fall from Grace - A Case Study on Regulatory Ban and Fintech Fall Out"	03-05-2024	05-05-2024
27	Dr. Priyanka Gandhi	International Conference on Diversity, Equity & Inclusion: Cultures, Practices and Policies, Management Entrepreneurship and Economics (ICMEE)	International	DTU	Revolutionizing Human Resources: The Role of AI in shaping the workplace	15-09-2023	16-09-2023
28	Dr. Priyanka Gandhi	3rd Pritam Singh Memorial (PRISM) Conference 2023	International	BIMTECH Greater Noida	Stockton Rush: An inventor killed by his own Invention	17-11-2023	19-11-2023
29	Dr. Priyanka Gandhi	National Youth Conference on Indian Knowledge Systems 2023	International	IIT Roorkee	Analysis of Philosophy of Indian Pedagogy	25-08-2023	27-08-2023
30	Mr. Ankur Tayal	International Conference on Diversity, Equity, and Inclusion (DEI): Cultures, Practices, and Policies	International	DTU	A study on factors affecting purchase intention of consumers regarding organic food in Delhi-NCR	15-09-2023	16-09-2023





31	Mr. Ankur Tayal	Redefining Business and Managerial practices for sustainable growth: A global Perspective	International	RDIAS, Delhi and CSICA, Russia	Evaluation of Enablers using Fuzzy	22-12-2023	23-12-2023
32	Mr. Ankur Tayal	Anusandhan	National	RDIAS, Delhi	"Sustainable Practices in Construction: Industry 4.0 Challenges for Indian SMEs"	22 <sup>nd</sup> June 2024	
33	Ms. Megha Mohan	International Conference and startup Expo-24	International	Delhi Technological University vivek Vihar	Innovation and Entrepreneurship - Entrepreneurial Skills of Students in the Delhi National Capital Region (NCR) : An Assessment Study	21-02-2024	22-02-2024
34	Dr. Sonia Dhir	4th International conference on mathematical modeling, computational Intelligence Techniques & Renewable energy (MMCITRE2024)	International	Manipal University Jaipur	Alternative methods of testing the significance of heterocoedasticity and autocorrelation	28-05-2024	31-05-2024
35	Dr. Sonia Dhir	3rd International Marketing Conference (iMarC III)	International	IIM, Shillong	Empirical Investigation of the inter relation between ICT Goods Trade and Growth.	30-01-2024	31-01-2024
36	Dr. Sonia Dhir	International Conference on Advances in Management Practices	International	ICAMP, JIMS	Determinants of Bilateral Trade Flows: An Empirical Investigation of India's Trade with China and Russia	16-Dec-23	
37	Dr. Sonia Dhir	4th Case Writing Competition & Conference 2024	International Case Conference	AIMA	Charting Sustainable Routes amidst Post-COVID business Challenges: A Case of 3S Travel Network	09-05-2024	11-05-2024
38	Ms. Tanshi Ghai	SUSCON X	International	IIM Shillong	Affect of Sustainable Practices at Workplace on Employee's Psychological Wellbeing and affective commitment	22-11-2023	24-11-2023





39	Dr. Sachin Sabharwal	International Conference and startup Expo-24	International	Delhi Technological University vivek Vihar	Innovation and Entrepreneurship - Entrepreneurial Skills of Students in the Delhi National Capital Region (NCR) : An Assessment Study	21-02-2024	22-02-2024
40	Dr. Sachin Sabharwal	5th International Conference on Entrepreneurship and Business: Sustainability, Bhutan 3-5 May 2024	International	Sherubtse College Bhutan	Beating the Competition Balancing Logistics with Economics of Scale	3rd May 2024	
41	Ms, Sheetal gera	International Conference on Sustainable development	international	Dyal Singh College	Going beyond Microfinance: Harnessing the power of Micro - Insurances to break the cycle of poverty.	26-02-2024	27-02-2024
42	Ms, Sheetal gera	Exploring the essence indian conomic thought in contemporary perspective	international	GGSIU	Unveiling Inclusive Finance: Tracing the Trajectory of India's Financial Post- Independence Period	22-02-2024	23-02-2024
43	Ms, Sheetal gera	Global Conclave on Sustainable Development Goals (SDGs): Progress, Challenges and Way Forward	International conference	Jamia Millia Islamia	FIGHTING HUNGER, PROMOTING HEALTH: SDG SYNERGIES	06-03-2024	07-03-2024



*Sheetal*

**Volume 11, Issue 2 (IV)**

**ISSN: 2394 – 7780**

**April - June 2024**



**International Journal of  
Advance and Innovative Research**

**Indian Academicians and Researchers Association**  
[www.iaraedu.com](http://www.iaraedu.com)



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**EXAMINING GRADUATES' EMPLOYABILITY IN RELATION TO EDUCATION: A THOROUGH SYSTEMATIC REVIEW AND META-ANALYSIS****Ms. Megha Mohan<sup>1</sup> and Dr. Sachin Sabharwal<sup>2</sup>**<sup>1</sup>Assistant Professor and <sup>2</sup>Associate Professor, JIMS, Rohini (Sector-5)**ABSTRACT**

*Employers generally assess the graduates based on their hard skills, soft skills and their job experience. The majority of employers complain that the graduates lack the necessary skills and abilities for their industries. The higher education of the 21<sup>st</sup> century in the world, as well as India, is very complex which is affected by a wide number of issues as well as the opportunities: inadequate infrastructure, resource utilization, scalability, disparity in the delivery of the skills and many other. The researchers identified that the employability is affected by the varied skills, personal traits and knowledge bases for the continued success. Despite increasing research interest in skillset development, there are still lacunae in understanding the conceptualization of skillset development during the pandemic. Thus, this study provides a review of extant literature and meta-analysis of research studies to present the theoretical underpinning concept of skillset development. Special attention is given to the employability skills, task-related skills, self-management, or technical knowledge required by the employers.*

*Keywords: Skills, Higher Education, Employability, Industry Expectations, Meta-Analysis, Systematic Review*

**INTRODUCTION**

One of the numerous economic challenges facing a developing nation like India is unemployment. In light of this, the Planning Commission of India has predicted that by 2022, there will be a shortfall of approximately 500 million skilled workers. As a result, education plays a critical role in helping people acquire the skills necessary to find employment. One of the several reasons a candidate might not advance to the next round is a lack of employability skills. The responsibility for fostering these abilities in the classroom has changed over time.

A major problem to conducting cross-national comparisons of the prevalence of over-education and unemployment among university graduates is the phenomenon's dependence on business cycles and overall labor market circumstances. The employability of higher education graduates across countries, as determined by factors such as unemployment and over-education, will largely mirror overall variations in the labor market environment. There are more "employability" metrics to take into account. This is particularly intriguing if one's objective is to look at the connection between the employability of graduates and the features of higher education programs.

Participants in business education are changing at a rapid pace. Institutions of higher learning are under growing pressure to address today's global issues. In order to foster resilience and promote recovery, authorities have frequently advocated investing in personal skills since the Great Recession of 2008. By needing specialists who can adapt to new contexts and trends, including the Fourth Industrial Revolution, the sector strengthens its desire for qualified candidates.

According to a report by the Higher Education Academy, there are several effective strategies that higher education institutions can implement to integrate employability into institutional initiatives. These include developing and/or consolidating career guidance services within the institution, promoting employability through extracurricular and curricula (such as entrepreneurship courses) and networking events (such as mentoring programs), helping students with their personal development (such as building self-confidence), and encouraging international mobility and critical thinking about the experiences they have had overall.

The literature has documented a number of variables that could support the effective teaching of employability skills. These include the mode of instruction, the qualities of the teacher, the explicit learning objective of skill development, the activity and involvement of the students, the pertinent context, and the accountability and autonomy of the students. Teaching employability skills is a problem that emphasizes how important it is to identify and put into practice specific educational practices that directly address employability and skill development issues. This may not be as simple as it sounds, given the variety of constraints that govern many educational settings.

The importance of this individual level of employability in contemporary literary discussions and the necessity for precise data regarding the relative efficacy of various employability development possibilities are the driving forces behind the current review. This study aims to perform the first comprehensive review of the variables affecting employability. This will inform the employability development processes of individuals and



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Computer Science & Information Management
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Education
Electronics and Communications Technology
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Engineering
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Environmental Science/Climate Change & Mitigation
Fisheries Science & Marine Biology
Food Chemistry & Science
Hospitality & Tourism
Law
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Materials Science
Mathematics
Mechanical Engineering
Media & Communications
Medicine & Health Sciences
Nanomedicine

Electronics and Communications Technology

## Integrating Artificial Intelligence (ChatGPT) into Marketing, Economics, Business, and Finance

Editors: Shubham Kakran, PhD  
Rupinder Katoch, PhD  
Ashish Kumar

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Pub Date: Forthcoming  
September 2025  
Hardback Price: \$240 US | £180 UK  
Hard ISBN: 9781779640482  
Pages: Est. 526pp w/index  
Binding Type: Hardback / ebook  
Notes: 15 color and 162 b/w illustrations

The emergence of ChatGPT (a publicly available tool developed by Open AI), along with its underlying technology, generative pretrained transformer (GPT), is leading to a significant expansion of generative AI and is unleashing the possibilities for unimaginable transformations across different business domains. This new volume looks at how AI, and ChatGPT in particular, is revolutionizing the business of business, finance, economics, and marketing, exploring its transformative impact and considering its hands-on practical implications.

The chapters look at the broad implications in the different domains and provide illustrations and hands-on practice examples that help to evaluate the merits and demerits of ChatGPT, its inherent constraints, its distinctive traits, and its potential utility for researchers and scholars.

In finance, the book offers empirical insight into how an investor can employ ChatGPT and make money with AI and ChatGPT-themed equity investments. The authors also look at AI-enabled detection fraud tools that are revolutionizing security and resource protection of financial institutions, contributing to their integrity and overall financial stability. The book also shows how ChatGPT can provide enhanced information analysis for business startup valuation and profitability.

In the economic realm, ChatGPT can offer real-time insights into economic trends, such as forecasting crude oil prices, etc. The volume also looks at the ethical and legal concerns of ChatGPT in marketing communication, how ChatGPT can augment consumer behavior analysis, the use of chatbots and virtual assistants, and more. The book also explores public sentiment of ChatGPT on platforms such as Twitter, how ChatGPT is changing management education, and more.

In business practices, the volume looks at AI integration for firms seeking to remain competitive in the ever-changing corporate world. It explores the applications of AI in human resources and how it is automating and augmenting workplace practices by streamlining many business aspects, including recruitment processes and employee engagement, to name two areas. Also considered is ChatGPT role in shaping AI policies and the regulatory landscape that underscores the importance of ethical and responsible use.

The applications and value of ChatGPT in marketing is also looked at, such as the ethical and legal concerns of ChatGPT in marketing communication, using Chat-GPT to analyze customer behavior, using chatbots and virtual assistants for customer service and support services, and more.

Highlighting the excellent performance and summary analysis capabilities of ChatGPT, this book presents a compelling synthesis of theoretical perspectives and empirical evidence along with actual examples of successful integration of ChatGPT in marketing, economics, business, and finance.

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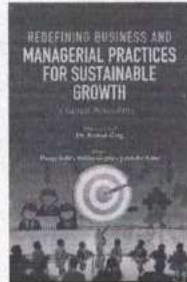
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Format	Paperback
Edition	1st
Extent	160
ISBN	9789356409019
Imprint	Bloomsbury Prime
Dimensions	234 x 153 mm
Publisher	Bloomsbury Publishing India Pvt. Ltd



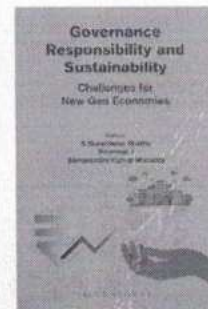
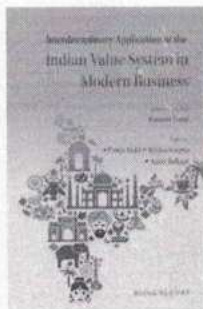
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## Abstract



In recent years, virtual reality (VR) technologies have made significant advancements and are now being explored for their potential applications in various fields, including education. This exciting development has sparked a growing interest in investigating the use of VR technologies to enhance learning experiences. VR offers a unique opportunity to create immersive and interactive environments that can transport students to places they may never have the chance to visit otherwise. By simulating real-world scenarios, VR can provide students with hands-on experiences and facilitate active learning. From exploring historical landmarks to conducting complex scientific experiments, the possibilities are endless.

This research paper aims to investigate the use of VR technologies in the field of education, exploring their potential benefits, challenges, and implications. Through a comprehensive literature review and analysis, this study provides insights into the current state of VR in education, its applications, and its impact on learning outcomes. One of the key advantages of using VR in education is its ability to engage students on a deeper level. Traditional teaching methods often struggle to capture and maintain students' attention, but VR has the potential to captivate learners by making education more interactive and enjoyable. The findings reveal that VR technologies have the potential to enhance student engagement, facilitate immersive learning experiences, and improve knowledge retention. However, challenges such as cost, accessibility, and technological limitations must be addressed to ensure widespread adoption and integration of VR in educational settings. Furthermore, By creating an environment where students can actively participate in their learning process, VR helps foster curiosity, critical thinking, and problem-solving skills.. The research concludes by highlighting the future prospects of VR in education and suggesting areas for further research.

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