

# INDEX

|                                                                                                                                                                                                                                                                                         |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>Dynamic Effects of Fiscal Policy on Output and Unemployment in India &amp; Romania: An Econometric Study</b><br>Dr. Subrata Roy, Swati Singh                                                                                                                                         | <b>: 1</b>   |
| <b>A Structural Equation Modeling Approach in Determining the Role of User Interface in Driving E-Impulsive Buying Behaviour</b><br>Dr. Arveen Kaur, Dr. Alpana Srivastava, Ajay Nath Dubey                                                                                             | <b>: 18</b>  |
| <b>Regulating Sustainability: An Empirical Study of BRSR Disclosure Quality and Green Finance Linkages in India</b><br>Richa Goyal, Dr. Namita Jain                                                                                                                                     | <b>: 28</b>  |
| <b>Measuring the Impact of Management Education on Business Performance and Employability</b><br>Xurshid To'qsonov, Nazira Gaffarova, Dilbar Sagdullaeva, Bahodirjon Nosirov, Dिल्фуза Kasimova                                                                                         | <b>: 40</b>  |
| <b>The Impact of Social Media Advertising on Brand Loyalty, Purchase Intentions, and Social Identity Formation among Generation Z: An Empirical Study in Jammu and Kashmir</b><br>Raja Wiqar Ahmad Parry, Dr. Sarita Agrawal                                                            | <b>: 57</b>  |
| <b>Digital Technologies as a Tool for Transforming the Management of Marketing and Logistics Activities of Enterprises</b><br>Svitlana Shepelenko, Dmytro Verkush, Andrii Treitiak, Vyacheslav Ostrovskiy, Oleksii Stakhiv                                                              | <b>: 65</b>  |
| <b>Marketing Strategies to enhance the Channel Partner Performance in the Indian Automotive Tyre Industry: Adapting the 4P Model.</b><br>Lokesh Chola, Dr. Krishanveer Singh                                                                                                            | <b>: 77</b>  |
| <b>From Financial Protection to Wealth Creation: The Impact of Insurance Protection Adequacy on Stock Market Investment Behaviour through Perceived Financial Security, Investment Confidence, and Risk Tolerance</b><br>Raj Kothari, CA Himanshu Mali, Shloka Agarwal, Dr Sunil Kadyan | <b>: 104</b> |
| <b>Influence of Leadership Traits on Corporate Culture and Corporate Ethical Standards: A Cross-Sectional Statistical Analysis of SMEs</b><br>Kateryna Prokofieva, Daria Butenko, Viktoriia Shuklina, Iryna Sydoruk, Olesia Iastremska                                                  | <b>: 117</b> |
| <b>Consumer Behavior Analysis on Social Media for Digital Campaign Optimization</b><br>Halyna Honchar, Olha Semenda, Olha Katunina, Kateryna Larina, Zinaida Andrushkevych                                                                                                              | <b>: 130</b> |
| <b>Sectoral Beta Dynamics in India: A Decadal Analysis</b><br>Dr. Sudipta Kumar Nanda, Dr. Amiya Kumar Mohapatra                                                                                                                                                                        | <b>: 144</b> |
| <b>Artificial Intelligence Influence on Consumer Buying Decisions and Market Engagement</b><br>N. S. Lakshmi Praveena, Dr. A. Udaya Shankar, Dr. Sharon Gonsalves Durham, Dr. Durgaprasad Navulla, Dr. Mohit Sharma                                                                     | <b>: 152</b> |
| <b>Technology Innovation AI and Consumer Preference Patterns in E- Commerce</b><br>Dr. Sharon Gonsalves Durham, Dr. Muskan Bhatnagar, J. Prince Vijai, Dr. Srinivasa Rao Dasaraju, Dr. M.S. Kamalaveni                                                                                  | <b>: 164</b> |
| <b>Adoption Capability and Digital Frames in Social Commerce: Evidence from Emerging Market MSMEs</b><br>Priyanka Dale, Dr. Romi Sainy                                                                                                                                                  | <b>: 177</b> |
| <b>ECONOMIC UPDATE</b><br>Global & India July 2026                                                                                                                                                                                                                                      | <b>: 191</b> |