



Editorial Note

Research is an ongoing journey that evolves from gaining knowledge to achieving wisdom, and it is continuous inquiry and innovation that make the society progress towards redefining the realm of knowledge. Aligning with the spirit of academic advancement, we are delighted to present the second issue of Volume 5 of the *Gurugram University Business Review (GUBR)* Journal. This renowned international bi-annual peer-reviewed journal is published by the Department of Management, Gurugram University, Gurugram.

This issue of GUBR is organized into two main sections: research papers and book review. The research section presents eleven empirical and conceptual studies on diverse business and management themes from a global perspective, while the book review section offers an in-depth analysis of the influential book “Think Straight: Change Your Thoughts, Change Your Life,” authored by Darius Foroux.

The first research paper, titled “Social Networking Sites Advertising and Consumer Purchase Intention: The Mediating Role of Trust,” authored by Monika Devi and Preeti Devi, investigates the relationship between advertising on the social networking sites and the purchase intentions of consumers including brand trust as a mediating variable using structure equation modelling. The empirical findings of this research indicate the presence of strong positive relationship between advertising on social networking sites and brand trust that subsequently has a strong impact on consumer purchase intention. This study, further, considers trust as a significant mediator between purchase intention and social networking sites advertising.

The second research paper, titled “Human–AI Collaboration in HR Decision-Making: A Socio-Technical Systems Perspective,” authored by Kanika Bajaj, Amarjeet Kaur Malhotra and Shish Pal Sinhmar, explores a descriptive theoretical model to elaborate the interaction of human and technical subsystems in order to take optimal decisions. The designed collaborative model is termed as socio-technical systems (STS). This study views AI not as a replacement for human reasoning but as a conjoint partner within a dispensed intelligence framework

The third research paper, titled “Perceived Impact of Digital Financial Literacy on Saving and Spending Behaviour: An Empirical Study of Millennials in the Indian Context,” authored by Aastha Jain, Reeti Gupta, Deepanshi Aggarwal, Preeti Jain, explore the relationship amid ‘Digital Financial Literacy’ and the ‘Saving and Spending Behaviour’ of millennials. Using Regression analysis, this research highlighted that among Indian millennials, financial conduct, and Digital Financial Literacy have a favourable and significant association. Saving habits also positively influence spending habits.

The fourth research paper, titled “Sustainable Talent Management and Workplace Performance: A moderated Model of Digital Task Collaboration in the IT Sector,” authored by Bimal Deep Singh and Priya Jindal, aims to analyze the impact of Green Talent Management (GTM) on the workplace performance output (WPO), and examining the moderating role of digital task collaboration (DTC) in the relationship between GTM and WPO. Considering the sample of managers/ employees working in IT service firms, findings of the study revealed that there is a positive effect of GTM and WPO. Also, DTC positively moderates the relationship between GTM and WPO.

The fifth research paper, titled “Breaking Barriers, Building Brands: A Gendered Analysis of Digital Solopreneurship in India’s Tier-2 and Tier-3 Cities,” authored by Purvi Jain and Shikha Yadav explores the gendered dynamics of digital solopreneurship. The study reveals no statistically significant gender differences in platform preference, digital engagement and revenue generation, suggesting a growing parity in access and

outcomes. However, gendered disparities emerged in the nature of challenges encountered: men more frequently reported digital literacy and payment-related hurdles, while women cited financial constraints as their primary concern.

The sixth research paper, titled “Cognitive Shortcuts: The Impact of Heuristics on Housing Market Prices,” authored by Komal Sharma, Geeta and Naveen Kumar investigate the impact of biased references and heuristic thinking on the sale price of the housing market. This research using repeat sale analysis from the sample taken from the Gurgaon region of India from 2017 to 2024, shows that behavioural biases in the housing market by revealing that properties with round numbers achieve approx. four per cent increment in future selling as compared to those properties recorded at charm numbers.

The seventh research paper, titled “Mapping Emotional Intelligence Challenges: An Exploratory Factor Analysis in Haryana’s Private Banking Sector,” authored by Arti Gaur and Niharika Bansal examines the structural obstacles to the application of Emotional Intelligence (EI) in private sector banks in Haryana, India. Using Exploratory Factor Analysis, this research explored the personal, organizational, and familial challenges for effective implementation of emotional intelligence.

The eighth research paper, titled “Assessing Training-to-Employment Outcomes across Indian States: Evidence from the Suryamitra Skill Development Programme,” authored by Dhanraj Sharma, Ruchita Verma and Prince, examines the achievements of the Suryamitra Skill Development Programme (SSDP) from 2015-16 to 2024-25, with a focus on the growth and market share of trained candidates, as well as their subsequent placement outcomes across Indian states. Through BCG classification, this research revealed persisting structural imbalances, with few states seeing sustainable growth and recommended policy initiatives, strengthened industry alliances, and stronger monitoring systems for ensuring fair and sustainable development in India’s renewable energy skill ecosystem.

The ninth research paper, titled “A Study on Students Perception Towards Purchase Intention of E-Vehicles in National Capital Region,” authored by Shish Pal Sinhmar and Reshma Nasreen, examines the electric vehicle segment and the factors that influence university students’ intentions to buy electric cars in India. This research article identifies the Perceived usefulness, expenses, enjoyment, risk and social factors influencing student’s attitude towards e-vehicles. Attitude acts a mediator between students’ perception and their purchase intention of E-Vehicles.

The tenth research paper, titled “An Analysis of Credit Accessibility and Its Determinants Among Horticulturists: Evidence from a Structural Equation Modelling Approach,” authored by Vikas Kumar, Siddharth Chandel and Vijayta explores the factors of credit availability of horticulturists using Structural Equation Modelling (SEM) based on the data of 500 horticulturists from Shimla, Kullu and Kinnaur districts of Himachal Pradesh. This research investigates the significance of institutional quality, financial knowledge and socio-economic strength for credit access, on the other side collateral and risk perception shows a negative effect on credit access.

The last but significant research of Gp. Capt. Rajendra Kumar Joshi (Retd.) and Puneet Tak, titled “Perceptions and Investment Behaviour towards Green Finance: An Empirical Study,” examines the investor perception, awareness, and return expectation on the green finance products in India. This research shows that the awareness of green finance among investors is moderate, and education and income level have a positive relationship with investment involvement. Green financial awareness investing in green finance became a highly important predictor of green finance adoption, whereas awareness and return expectations are the strongest predictors, while risk perception appears to have little to no direct effect when combined with these other factors.

In the book review section, Ankita Yadav provides a review of the book titled, “Think Straight: Change Your Thoughts, Change Your Life,” authored by Darius Foroux. This book focuses on a very simple idea that the quality of our life depends upon the quality of our thinking. It encourages readers to stop for a moment, listen to their inner voice, and make room for thoughts that serve their goals instead of those sabotaging them.

We extend our heartfelt gratitude to all the authors for their valuable contributions through their research articles. Their scholarly efforts and insights have significantly enriched this issue of GUBR. We also express our sincere thanks to our Editor-in-Chief, Prof. (Dr.) Amarjeet Kaur, for her unwavering guidance and vision in shaping and guiding this edition. Our heartfelt thanks to Prof. (Dr.) Sanjay Kaushik, Chief Patron and Hon'ble Vice Chancellor of Gurugram University, Gurugram, for his continuous encouragement and persistent support in fostering a strong research culture within the university. We believe that this edition of GUBR will offer meaningful knowledge, stimulate intellectual discourse, and inspire further research among our esteemed readers.

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