



Editorial Note

Research is a continuous process of inquiry that transforms ideas into knowledge and knowledge into societal progress. Through rigorous scholarship and innovation, researchers contribute to addressing contemporary challenges and shaping a sustainable future. With this vision, we are delighted to present Volume 6, Issue 2 of the *Gurugram University Business Review (GUBR)*, an international bi-annual peer-reviewed journal published by the Department of Management, Gurugram University, Gurugram. This issue brings together twelve research papers and one book review, covering diverse themes in management, economics, marketing, technology, digital transformation, consumer behaviour, and public policy. The contributions offer valuable theoretical perspectives, empirical evidence, and practical implications for researchers, academicians, policymakers, and industry professionals.

The first research paper, titled “Influence of Post-Purchase Customer Experience on Repurchase Intention: A Review of Indian Online Food Delivery,” authored by Manaswini Sood, Neeraj Bansal, and Sanjeev Kumar Sharma, examines the determinants of customer satisfaction and repeat purchase behaviour in India’s online food delivery sector. Based on Structural Equation Modelling, the study demonstrates that food quality, customer service, delivery performance, return policies, and sustainable packaging significantly enhance customer satisfaction and repurchase intention, offering useful managerial implications for improving customer loyalty in digital food retailing.

The second research paper, titled “Decomposing Sources of India’s Petroleum Exports Growth (1990–2020): A Constant Market Share Analysis,” authored by Kulwinder Singh and Kumari Shalu, investigates the structural drivers of India’s petroleum exports over three decades. Using Constant Market Share analysis, the study identifies competitiveness as the major contributor to export growth while highlighting considerable variation across products and destination markets. The findings recommend export diversification, refinery modernization, improved logistics, and market-specific strategies to strengthen India’s long-term export competitiveness.

The third research paper, titled “Paywalls, Peace, and Perception: How Monetization Shapes User Experience in Mindfulness Apps,” authored by Anchal Malhotra and Ajay Solkhe, analyses how business models influence user experience in mindfulness applications. Employing sentiment analysis and thematic modelling of user reviews, the study finds that while content quality and therapeutic effectiveness enhance satisfaction, monetization barriers generate negative user perceptions. The research emphasizes user-centric business model design as a key factor for sustainable digital health platforms.

The fourth research paper, titled “Unpacking the Dynamics of Influencer Marketing and Its Impact on Consumer Behaviour: A Bibliometric Analysis,” authored by Neetu Yadav, Ritu Bajaj, and Priyanka Yadav, maps the intellectual evolution of influencer marketing research between 2015 and 2024. Using bibliometric techniques and visualization tools, the study identifies leading authors, journals, countries, research themes, and emerging trends while offering valuable directions for future research on influencer marketing and consumer behaviour.

The fifth research paper, titled “Investigation of Workplace Loneliness and Personal Well-Being in Private Higher Education Institutions: A JD–R Model Approach in India,” authored by Saumya Sharma and Shikha Yadav, examines workplace loneliness as an emerging psychosocial challenge in private higher education institutions. Applying the Job Demands–Resources framework, the study reveals that emotional exhaustion and work engagement significantly mediate personal well-being, while supervisor and collegial support reduce the adverse effects of loneliness. The findings provide important implications for fostering healthier and more supportive academic workplaces.

The sixth research paper, titled “Theoretical Underpinnings and Contemporary Developments in Social Media Content Marketing,” authored by Bharti and Surbhi Kumari, presents a comprehensive review of contemporary social media content marketing literature. The study highlights the importance of personalization, authenticity, interactivity, emotional appeal, and user-generated content in strengthening customer engagement, brand recognition, and purchase intention. It also emphasizes data-driven content strategies as an essential component of successful digital marketing practices.

The seventh research paper, titled “Assessing the Socio-Economic Status of Gig Workers in Uttar Pradesh: A Study of Income, Security, and Mobility,” authored by Utkarsh Mishra, explores the socio-economic realities of platform-based gig workers. Based on a mixed-method approach, the study identifies challenges relating to income instability, inadequate social security, occupational risks, and limited career progression. The research advocates formal recognition of gig workers, universal social protection, transparent compensation systems, and skill development initiatives to promote inclusive labour market growth.

The eighth research paper, titled “Unveiling the Intellectual Structure of Negative Word of Mouth Research: A Bibliometric Mapping of Themes, Influence, and Evolution,” authored by Pooja Sharma, Samridhi Tanwar, and Jyoti Yadav, provides a systematic bibliometric review of Negative Word of Mouth (NWOM) research. The analysis identifies influential scholars, journals, institutions, and thematic clusters while revealing rapid growth in research after 2020. The study offers an important roadmap for future investigations into online consumer communication and brand reputation management.

The ninth research paper, titled “Assessing Users’ Perception on Chatbots Effectiveness,” authored by A. Srikanth and T. Mani Sri Anmitha, investigates users’ perceptions of voice-enabled chatbots including Siri, Google Assistant, Amazon Alexa, and Bixby. The findings indicate that perceptions of effectiveness remain largely consistent across demographic groups, whereas usage preferences are influenced primarily by ecosystem integration and brand familiarity rather than technological performance. The study contributes to the growing literature on artificial intelligence-enabled customer interactions.

The tenth research paper, titled “A Study on Passengers’ Behavior Towards Ola and Uber Cab Services in India,” authored by Rajesh Devi, Saraswati Chauhan, and Netra Pal Singh, evaluates passenger satisfaction using the SERVQUAL framework. The findings demonstrate that reliability, responsiveness, assurance, and driver professionalism significantly influence customer satisfaction. The study recommends continuous improvements in service quality, operational efficiency, and driver behaviour to strengthen customer loyalty and enhance the competitiveness of app-based transportation services.

The eleventh research paper, titled “The Role of Zero-Knowledge Proofs (ZKPs) in Enhancing Privacy and Compliance in Financial Blockchains,” authored by M. Daniel Rajkumar and Seetharaman R., presents a conceptual examination of Zero-Knowledge Proofs as a privacy-preserving cryptographic solution for blockchain-based financial systems. The paper highlights the potential of ZKPs in balancing transparency with confidentiality while ensuring compliance with Anti-Money Laundering, Know Your Customer, sanctions screening, and data protection regulations, thereby strengthening trust and efficiency within financial ecosystems.

The twelfth and final research paper, titled “Factors Influencing Customer’s Choice of Super Markets and Retail Stores for Shopping in India,” authored by Rupina Popli and Rajat Malik, investigates the determinants of customer preference for organized retail stores in the National Capital Region. The findings reveal that store ambience, accessibility, layout, customer service, and parking facilities significantly influence shopping decisions. The study provides useful recommendations for retailers seeking to enhance customer experience and improve competitive positioning in India’s expanding retail sector.

In the book review section, Ashish Yadav and Vinod Kumar review the inspiring book *My Journey: Transforming Dreams into Actions* by Dr. A.P.J. Abdul Kalam. The review highlights the author’s remarkable journey from humble beginnings to becoming one of India’s most respected scientists and Presidents while emphasizing the

enduring values of discipline, perseverance, integrity, and nation-building. It concludes that the book serves as an inspiring guide for students, researchers, and young professionals striving to transform aspirations into meaningful accomplishments through continuous learning and dedicated effort.

We extend our heartfelt gratitude to all the authors for their valuable scholarly contributions to this issue of the Gurugram University Business Review (GUBR). Their research reflects academic excellence, diversity of thought, and a strong commitment to advancing knowledge across management and allied disciplines. We also express our sincere appreciation to the reviewers for their constructive suggestions and dedicated efforts in maintaining the journal's high standards of quality and scholarly integrity.

Our sincere gratitude is extended to our Editor-in-Chief, Prof. (Dr.) Amarjeet Kaur, for her visionary leadership, constant guidance, and unwavering encouragement throughout the editorial process. We also acknowledge with deep appreciation the continuous support of Prof. (Dr.) Sanjay Kaushik, Chief Patron and Hon'ble Vice Chancellor, Gurugram University, whose commitment to promoting research excellence has significantly strengthened the University's academic environment.

We believe that the contributions presented in this issue will enrich academic discourse, stimulate future research, and provide meaningful insights for scholars, policymakers, practitioners, and students. We hope that this edition of GUBR will continue to serve as a valuable platform for disseminating quality research and fostering innovation in business and management scholarship.

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