



C
O
N
T
E
N
T
S

1. From the Desk of the Editor-in-Chief	i
– Subodh Kesharwani	
2. Message from Managing Editor	1
– Jyoti, Shailza, Sonakshi Jaiswal & Kanishk Koushik	
3. Message from Associate Handling Editors	5
– Parveen, Himani Choudhery and Ritu	
4. Message from Assistant Handling Editor	5
– Sapna Kataria	
5. Message from Resident Handling Editors (Student Category)	7
– Samiksha, Janvi, Aadya, Parth and Anjani	
Empirical Research Papers	
6. Sustainable Financial Analytics in Strategic Human Resource Management: A Study on Boosting Workforce Productivity and Profitability	11
– Meenakshi Kaushik and Anukool Bajpai	
Theme Based Paper	
7. Artificial Intelligence and Education: Problems, Prospect and Priorities	20
–Kamal Kumar Hudda	
Review of Literature	
8. Capital structure optimization for Infrastructure PPP Projects: A Literature Review Approach	27
– Nikhil Shukla and Kotaru Ravi Sankar	

C O N T E N T S

- 9. Finance Influencers: A Literature Review** **34**
– Chetan and Anupriya Pandey
- 10. Mapping the Landscape of Gamification and User Engagement Research: A Bibliometric Analysis (2015–2025)** **42**
– Navneet Chandra and Rajeev Kumar Shukla
- 11. Unified Payments Interface (UPI) in India: A Review of Adoption, Impact, and Challenges** **55**
– Himani Choudhery and Subodh Kesharwani
- 12. Influencers and Impulsive Buying Behavior: Insights from Recent Literature** **66**
– Mahima Yadav and Rajendra Parasad
- 13. A Bibliometric Analysis of BNPL Trends: An Empirical Investigation** **75**
– Sapna Kataria and Subodh Kesharwani



Scholastic Seed Inc.
e-Publishing Aggregator & Periodical Mentor

www.gjeis.com