

Message from Resident Handling Editors (Student Category)

Dear Readers,

It is with immense pride and enthusiasm that I present Volume 18, Issue 1 of the Global Journal of Enterprise Information Systems (GJEIS). Serving as the Resident Handling Editor in the Student Category continues to be an enriching experience, one that offers a unique perspective on how research ideas evolve into scholarly contributions with meaningful academic and practical impact.

This issue reflects a rich blend of contemporary and forward-looking themes. Readers will find insightful discussions on the emergence of the Agentic AI University and the relationship between artificial intelligence and bounded rationality in decision-making. These contributions highlight the growing importance of balancing technological advancement with human judgement, ethical responsibility, academic integrity, and institutional governance.

The issue also presents valuable perspectives on operational excellence and higher education. Research on the application of the House of Quality in software quality assurance demonstrates how stakeholder requirements can be translated into meaningful technical and process improvements. The study on Training and Placement Cells in women's colleges of the University of Delhi further emphasizes the importance of institutional support, student awareness, self-efficacy, and career preparedness in strengthening employability outcomes.

Social, policy, and economic dimensions are explored through research on institutional constraints affecting gender equality in India under Sustainable Development Goal 5 and an examination of world-system theory and crises in capitalism. These studies offer important perspectives on structural inequality, institutional effectiveness, global economic relationships, and the broader challenges associated with inclusive and sustainable development.

The issue is further enriched by contributions from the fields of marketing and consumer behaviour. The review on social media marketing activities and consumer purchase intention reflects the growing influence of digital interaction, engagement, personalization, and electronic word of mouth on consumer decision-making. The bibliometric analysis of brand activism also highlights the increasing relevance of authenticity, brand purpose, corporate responsibility, and consumer responses to brands taking positions on social and political issues.

Each paper published in this issue has undergone a rigorous double-blind peer-review process, ensuring academic integrity, originality, relevance, and scholarly depth. I extend my heartfelt appreciation to our authors, reviewers, and the editorial board for their dedication and collaborative spirit in maintaining the quality of the journal.

I am especially grateful to Prof. Subodh Kesharwani, Editor-in-Chief, whose mentorship, vision, and continued commitment to academic excellence inspire the GJEIS community and strengthen the journal's scholarly direction.

As you engage with this issue, I invite you to view yourselves not only as readers but also as active participants in shaping conversations at the intersection of technology, education, management, policy, and society. I hope Volume 18, Issue 1 encourages critical thinking, interdisciplinary dialogue, and further meaningful research.

Warm Regards!

Samiksha Kesharwani

Resident Handling Editor (Student Category)
GJEIS, Since 2024

Dear Readers,

It is with great pride and enthusiasm that I present Volume 18, Issue 1 of the Global Journal of Enterprise Information Systems (GJEIS). Serving as Resident Handling Editor in the Student Category continues to provide me with a meaningful opportunity to engage with diverse scholarly contributions and gain valuable exposure to the process through which contemporary research develops into impactful academic discourse.

This issue brings together research addressing important transformations across technology, education, management, society, and consumer behaviour. Artificial intelligence forms an important part of the discussion, with contributions examining the emergence of the Agentic AI University and the relationship between AI and bounded rationality in decision-making. These studies provide timely perspectives on the opportunities offered by intelligent technologies while also emphasizing human judgement, institutional responsibility, ethical governance, and academic integrity.

The issue further presents research on the application of the House of Quality in software quality assurance, demonstrating the relevance of customer-oriented quality frameworks in improving operational processes. In the higher education domain, the study on Training and Placement Cells in women's colleges of the University of Delhi offers valuable insights into career preparedness, student self-efficacy, awareness, and the role of institutional support in improving employability outcomes.

Important social, economic, and policy dimensions are also represented. The study on institutional constraints affecting gender equality in India under Sustainable Development Goal 5 highlights continuing challenges related to implementation, accessibility, and structural inequalities. The discussion of world-system theory and crises in capitalism provides a broader perspective on global economic structures, unequal development, and recurring systemic instability.

The issue also captures significant developments in marketing and consumer research. The review on social media marketing activities and consumer purchase intention reflects the increasing influence of digital interaction, engagement, personalization, and electronic word of mouth on consumer decisions. Complementing this, the bibliometric analysis of brand activism maps the development of an emerging research area centred on authenticity, brand purpose, corporate responsibility, and consumer responses to brands taking positions on social and political issues.

Together, these contributions demonstrate the interdisciplinary character of GJEIS and offer useful perspectives for academicians, research scholars, students, educators, policymakers, technology professionals, managers, and practitioners. For young and emerging researchers, this issue also illustrates how contemporary societal and business challenges can be examined through different theoretical, empirical, and review-based approaches.

Each article in this issue has undergone a stringent double-blind peer-review process to ensure academic rigor, originality, relevance, and scholarly quality. I extend my sincere gratitude to the authors, reviewers, and the editorial board for their dedication and collaborative efforts in maintaining the journal's academic standards.

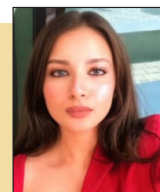
I also acknowledge with appreciation the visionary leadership of Professor Subodh Kesharwani, Editor-in-Chief, whose continued guidance and commitment to scholarly excellence strengthen GJEIS as a platform for interdisciplinary academic research.

I invite our readers to engage deeply with the ideas and perspectives presented in Volume 18, Issue 1 and to contribute to the continuing dialogue at the intersection of enterprise systems, technological innovation, institutional development, and societal progress.

Warm Regards!

Janvi Singh

Resident Handling Editor (Student Category)
GJEIS, Since 2024



Ms. Samiksha Kesharwani is a second-year student at the University School of Design and Innovation, Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi, pursuing her Bachelor's degree in Industrial and Product Design. With a strong orientation toward human-centered design and creative innovation, she integrates technical precision with artistic expression. Her foundation in visual arts was strengthened through a four-year distinction program in Fine Arts from Prayag Sangeet Samiti, which refined her conceptual clarity and visual storytelling abilities.

She currently serves as the Public Relations Manager at the IPU Innovation & Incubation Foundation (IPU-IIF), where she leads communication strategy, outreach initiatives, and brand-building efforts. In this role, she actively contributes to entrepreneurship-driven events, startup ecosystem engagement, and institutional innovation programs. She has also collaborated with the Kedar Amar Research and Academic Management Society (KARAMS), supporting research dissemination and academic outreach initiatives.

Beyond design and academic engagement, she co-founded **SAM+GINNY**, a youth-centric podcast under the *Talkin' Teens* initiative, which explores adolescent experiences, academic journeys, and institutional cultures. The podcast features voices from premier institutions such as IIT Delhi, AIIMS Jodhpur, and DTU, and is expanding toward international academic perspectives.

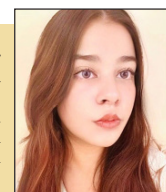
Her work has been recognized on distinguished platforms. On July 6, 2025, she was felicitated by Smt. Rekha Gupta, Hon'ble Chief Minister of Delhi, at the 16th Toy Biz International B2B Exhibition at Pragati Maidan (Bharat Mandapam), New Delhi. The recognition was awarded for her innovative educational playbook and DIY learning kit based on the NCERT Class 4 Science curriculum, designed to promote experiential and student-centric learning through interactive and tactile methods.

She has also been appointed as a Student Member of the Internal Complaints Committee (ICC) at the East Delhi Campus of GGSIPU, constituted under UGC guidelines for gender sensitization and redressal mechanisms.

Her core competencies include design thinking, sketching, prototyping, visual communication, and creative writing. She is proficient in AutoCAD, Adobe Illustrator, Photoshop, SketchUp, Blender, and Figma. A committed learner and emerging design professional, she is passionate about creating meaningful, user-centric solutions that integrate creativity, usability, and social impact.

 samiksha.kesharwani@gmail.com

 <https://orcid.org/0009-0000-6773-6889>



Ms. Janvi Singh is pursuing a Bachelor of Technology in Computer Science and Engineering at Manipal University Jaipur, alongside a Bachelor of Science in Data Science and Analytics from the Indian Institute of Technology Madras. With strong interests in software development, artificial intelligence, and data analytics, she is dedicated to building a strong technical foundation through both academic rigor and hands-on experience.

She serves as the Social Media Senior Coordinator at IEEE, where she leads digital engagement strategies and oversees outreach initiatives. As a core committee member of Genesis 5.0, IEEE's flagship technical event, she played a key role in its planning and execution. Her contributions also extend to the IEEE Computer Society, supporting events such as Capture the Flag and Hackerz Street 3.0.

Janvi has participated in distinguished programs, including a virtual internship with ISRO under the Shiksha Gagan initiative and the NASA Ames Space Settlement Design Contest, where her team conceptualized ATHENA—a free-space settlement designed to sustain 10,000 inhabitants.

She is also the co-founder and host of the podcast **Sam+Ginny**, which has successfully completed three seasons. The platform features conversations with students and alumni from premier institutions such as IIT Delhi, AIIMS Jodhpur, and DTU, and has collaborated with brands including Hyphen, Bigtree, and Novotel for public relations initiatives. Additionally, she has co-authored the published anthology *Irretrievable Memories*, showcasing her creative writing skills.

Her technical competencies include Python, C, Java, SQL, and data analytics tools, along with proficiency in SketchUp, Blender, and AutoCAD. A travel enthusiast and table tennis player, Ms. Singh represents a dynamic blend of technical expertise, leadership, and creative expression. She aspires to contribute meaningfully at the intersection of technology, innovation, and societal impact.

 janvii.singh004@gmail.com

 <https://orcid.org/0009-0000-5687-5023>

Message from Resident Handling Editors (Student Category)

Dear Readers,

Welcome to Volume 18, Issue 1 of the Global Journal of Enterprise Information Systems (GJEIS). As the Resident Handling Editor in the Student Category, I am delighted to be associated with the opening issue of this new volume. This edition reflects GJEIS's continuing commitment to encouraging interdisciplinary scholarship that responds to emerging technological, managerial, educational, economic, and societal developments while maintaining academic rigour and practical relevance.

The present issue brings together a diverse collection of scholarly contributions that engage with some of the most significant questions shaping contemporary research and practice. Artificial intelligence occupies an important place in this edition, with discussions on the emergence of the Agentic AI University and the implications of AI for bounded rationality and human decision-making. These contributions encourage deeper reflection on how technological advancement can be balanced with human judgement, ethical responsibility, institutional governance, and meaningful learning.

The issue also extends its focus to operational excellence and higher education. Research applying the House of Quality to software quality assurance demonstrates how stakeholder expectations can be translated into operational and technical priorities. At the same time, the study of Training and Placement Cells in women's colleges of the University of Delhi highlights the importance of institutional support, self-efficacy, awareness, and career preparedness in strengthening students' transition from higher education to employment.

Social and economic concerns are equally represented in this issue. The examination of institutional constraints on gender equality under Sustainable Development Goal 5 draws attention to the continuing importance of effective implementation, institutional accessibility, and structural reform. A theoretical exploration of world-system theory and crises in capitalism provides a broader perspective on global economic inequalities, systemic instability, and the structural forces influencing contemporary economic systems.

The changing relationship between businesses and consumers is explored through contributions on social media marketing and brand activism. Research on social media marketing activities and consumer purchase intention reflects the growing importance of digital engagement in shaping consumer responses, while the bibliometric analysis of brand activism highlights the increasing relevance of authenticity, brand purpose, corporate responsibility, and socially conscious consumer behaviour.

The diversity of this issue makes it relevant not only to researchers and academicians but also to students, educators, policymakers, technology professionals, managers, and practitioners seeking to understand the implications of contemporary transformations across disciplines. For emerging researchers in particular, the issue demonstrates how different theoretical perspectives and research approaches can be employed to investigate problems that have both academic and societal significance.

At the heart of the journal's quality lies a collaborative and methodical editorial process. Every manuscript undergoes rigorous double-blind peer review to ensure academic integrity, originality, and relevance. The constructive engagement of reviewers, authors, and the editorial team throughout the review and revision process strengthens the scholarly contribution of each published work. This collective commitment enables GJEIS to remain a platform for meaningful academic dialogue and responsible knowledge creation.

I extend my sincere appreciation to all the authors and reviewers whose dedication has made this issue possible. I would also like to express my heartfelt gratitude to our Editor-in-Chief, Professor Subodh Kesharwani, whose vision, guidance, and commitment to academic excellence continue to shape the scholarly direction of GJEIS.

It is a privilege to contribute to this editorial journey, particularly from the student category, and to witness how scholarly ideas develop through research, review, and academic collaboration. I hope Volume 18, Issue 1 encourages readers to engage critically with the ideas presented and inspires further interdisciplinary inquiry.

Warm Regards!

Aadya Dev
Resident Handling Editor (Student Category)
GJEIS, Since 2024

Dear Readers,

I am truly honoured to present my note as the Resident Handling Editor in the Student Category for the Global Journal of Enterprise Information Systems (GJEIS). Being associated with such a forward-looking academic platform continues to be both a privilege and a valuable learning experience. GJEIS remains committed to maintaining high standards of academic excellence by providing a space for meaningful exchange of ideas across disciplines.

Volume 18, Issue 1 brings together a diverse range of contemporary research themes that reflect ongoing transformations in technology, education, management, society, and consumer behaviour. The issue includes important discussions on the emergence of the Agentic AI University and the relationship between artificial intelligence and bounded rationality in decision-making, highlighting the growing need to balance technological advancement with human judgement, ethical responsibility, and institutional governance.

The issue also presents a practical study on the application of the House of Quality in software quality assurance, demonstrating how stakeholder requirements can be translated into measurable operational improvements. In the area of higher education, the study on Training and Placement Cells in women's colleges of the University of Delhi offers valuable insights into career preparedness, institutional support, student awareness, and employability.

Further, readers will find significant discussions on institutional constraints affecting gender equality in India under Sustainable Development Goal 5 and on world-system theory and crises in capitalism. These contributions provide broader perspectives on institutional effectiveness, structural inequalities, global economic systems, and the challenges of achieving inclusive development.

The issue is further enriched by research in marketing and consumer behaviour. The review on social media marketing activities and consumer purchase intention highlights the growing importance of digital interaction, engagement, personalization, and electronic word of mouth, while the bibliometric study on brand activism maps an emerging area of research centred on authenticity, brand purpose, corporate responsibility, and consumer responses to sociopolitical brand positioning.

All submissions have undergone a rigorous double-anonymized peer-review process, ensuring high standards of quality, originality, relevance, and academic integrity. I sincerely thank the authors for their valuable scholarly contributions, the reviewers for their constructive feedback, and the editorial board for its continuous support and guidance throughout the publication process.

I would also like to express my heartfelt gratitude to Professor Subodh Kesharwani, Editor-in-Chief, for his visionary leadership and constant encouragement, which continue to inspire academic excellence within the journal.

Being part of this editorial journey has been both enriching and inspiring. I look forward to continuing my association with GJEIS and contributing to its mission of fostering meaningful, interdisciplinary, and impactful academic scholarship.

Warm Regards!

Parth Agarwal
Resident Handling Editor (Student Category)
GJEIS, Since 2024

Ms. Aadya Dev is a second-year Biotechnology student at Thapar Institute of Engineering and Technology (TIET), driven by a keen interest in research and interdisciplinary problem-solving. Her academic pursuits span genetic engineering, microbiology, biochemistry, industrial biotechnology, immunotechnology, and molecular biology, with a consistent focus on applying scientific understanding to practical, data-driven contexts.



She is currently involved in two active research projects. The first explores malaria detection through image recognition, combining biological insight with computational methods. The second investigates biofilm formation with a primary focus on *Vibrio cholerae*, reflecting her growing interest in microbial behaviour and its broader implications for public health and disease management.

Beyond academics, Aadya has built meaningful experience in media and event coverage, contributing to visual documentation and content creation for various campus initiatives. She served on the Executive Committee of Helix, Thapar's first-ever technology festival, playing an active role in one of the institution's landmark events. She is also a member of the Fine Arts and Photography Society (FAPS), where she works across photography and design, and of the Nucleus Research Society, where she advanced from Core Member to the Executive Council, a trajectory that speaks to her dedication, leadership, and sustained involvement in research culture.

Her technical toolkit includes advanced photo editing in Adobe Lightroom, digital design and layout work in Canva, and working familiarity with AutoCAD and SolidWorks. She is also building proficiency in video editing through Adobe Premiere Pro and DaVinci Resolve. Her primary strengths lie in graphic design, photography, and visual communication, further sharpened by the analytical thinking cultivated through her scientific background.

Aadya brings a multidisciplinary sensibility that weaves together biotechnology, visual design, and collaborative engagement. She is especially drawn to opportunities at the crossroads of research, technology, and communication, spaces where complex ideas can be made accessible, compelling, and impactful.

 aadyadev1809@gmail.com
 <https://orcid.org/0009-0003-7363-3650>

Mr. Parth Agarwal is currently pursuing his Bachelor's degree in Business Administration at Jain University, Centre for Management Studies (CMS), Bengaluru. With a keen interest in the consulting industry, he is focused on building a strong foundation in business problem-solving, strategic thinking, and data-driven decision-making. His academic experiences have nurtured his curiosity and commitment toward understanding real-world business challenges, which he seeks to address through dynamic and collaborative environments.



He has gained practical experience through roles in both marketing and operations. He worked as an intern at Dev Prayag Paper Mill, where he was involved in inventory management, and later joined Unacademy as an Influencer Marketing Intern. His contributions spanned campaign execution and outreach coordination. Additionally, he has been actively involved in university-level initiatives, having been part of the Management Fest Team at CMS, where he focused on marketing efforts and student engagement.

He has also participated in various extracurricular competitions, notably securing first position in Magnovite, a prestigious management event hosted by Christ University. Complementing his academic and co-curricular activities, he has shown an early interest in research, culminating in the publication of a project-centric learning research paper on self-healing roads under the banner of Jain University.

In April 2025, he completed Level 1 of the Investment Operations Certificate from the Chartered Institute for Securities & Investment (CISI), UK, reflecting his growing interest in finance and global markets. His skills include effective communication, leadership, teamwork, and time management. He is proficient in Microsoft Excel, PowerPoint, and demonstrates a strong ability to network and collaborate.

A bilingual communicator fluent in English and Hindi, he is also passionate about travel, research, and continuous learning. He aspires to leverage his academic background and practical insights to make meaningful contributions in the consulting domain.

 parthagarwal664@gmail.com

Message from Resident Handling Editors (Student Category)

Dear Readers,

It is an honour to present Volume 18, Issue 1 of the Global Journal of Enterprise Information Systems (GJEIS) in my role as Resident Handling Editor in the Student Category. Being part of this academic platform provides a valuable opportunity to engage with diverse research ideas and to observe how interdisciplinary scholarship contributes to addressing contemporary technological, managerial, educational, economic, and social challenges.

The present issue brings together a wide spectrum of scholarly contributions that reflect the changing nature of research and practice. Artificial intelligence emerges as an important theme, particularly through discussions on the Agentic AI University and the influence of AI on bounded rationality and decision-making. These studies raise significant questions regarding human judgement, ethical responsibility, institutional governance, academic integrity, and the responsible integration of intelligent technologies.

The issue also includes a practical contribution on the application of the House of Quality in software quality assurance, demonstrating how stakeholder expectations can be systematically translated into technical and operational improvements. In the area of higher education, the study on Training and Placement Cells in women's colleges of the University of Delhi highlights the importance of institutional support, self-efficacy, awareness, and career preparedness in enhancing employment opportunities for students.

Social and policy-oriented perspectives are represented through research on institutional constraints affecting gender equality in India under Sustainable Development Goal 5. This contribution draws attention to the importance of implementation, accessibility, institutional capacity, and structural change in achieving meaningful social progress. The paper on world-system theory and crises in capitalism further broadens the discussion by examining global inequality, economic instability, and structural relationships within the world economy.

The issue also explores important developments in marketing and consumer behaviour. The review on social media marketing activities and consumer purchase intention highlights the growing role of digital engagement, personalization, interaction, and electronic word of mouth in shaping consumer decisions. The bibliometric study on brand activism further reflects the changing expectations placed on contemporary brands, particularly in relation to authenticity, social responsibility, brand purpose, and engagement with social and political issues.

The interdisciplinary character of this issue makes it relevant to academicians, researchers, students, educators, policymakers, technology professionals, managers, and practitioners. For students and emerging scholars, the issue offers an opportunity to understand how different theoretical perspectives and research approaches can be applied to real-world problems and evolving areas of academic inquiry.

The quality of every issue of GJEIS is strengthened by a rigorous and collaborative editorial process. Each manuscript undergoes double-blind peer review to ensure academic integrity, originality, relevance, and scholarly quality. The constructive contributions of authors, reviewers, and the editorial team play an important role in refining the research and strengthening its academic value.

I extend my sincere appreciation to all the authors and reviewers for their valuable contributions and dedication. I would also like to express my heartfelt gratitude to our Editor-in-Chief, Professor Subodh Kesharwani, whose visionary leadership, guidance, and commitment to academic excellence continue to inspire the GJEIS community.

It is a privilege to contribute to this editorial journey and to witness the development of meaningful research across disciplines. I hope Volume 18, Issue 1 encourages readers to engage with new ideas, reflect critically on emerging challenges, and continue exploring innovative directions for research and practice.

Warm Regards!

Anjani Dhingra
Resident Handling Editor (Student Category)
GJEIS, Since 2025

Dear Readers,

It is with immense pride and enthusiasm that I present Volume 17, Issue 4 of the Global Journal of Enterprise Information Systems (GJEIS). Serving as the Resident Handling Editor in the Student Category has been an enriching journey, offering valuable insights into how research ideas evolve into impactful scholarly contributions.

This issue includes research papers on several important and contemporary topics across finance, technology, management, and society. It features studies on the impact of the Global Financial Crisis and COVID-19, the role of emotions in digital payment adoption, and the performance of ESG-themed mutual funds, highlighting key developments in financial systems and investment behaviour.

The issue also explores work-life balance in the hotel sector, the role of NEP 2020 in management education, and the growing importance of artificial intelligence in digital education. Further, it includes research on robo-advisory adoption and resistance, women's political empowerment, and sustainable supply chain management and organizational performance. Additional contributions focus on credit risk management practices, financial performance measurement, and the integration of GI-tagged products into tourism promotion, emphasizing both economic and cultural aspects. The issue is further enriched with bibliometric studies on influencer marketing in hospitality and algorithm-driven behavioural insights, along with a student research initiative on online gaming addiction and learning engagement.

I would like to sincerely express my gratitude to Professor Subodh Kesharwani, Editor-in-Chief of GJEIS, whose guidance and vision continue to inspire a culture of academic excellence and interdisciplinary learning.

As you explore this issue, I encourage you to engage with the diverse perspectives and evolving ideas presented, and to appreciate the role of research in shaping innovation, sustainability, and societal progress.

Warm Regards!

Shyenikaa
Resident Handling Editor (Student Category)
GJEIS, Since 2025

Ms. Anjani Dhingra is currently pursuing her Bachelor's degree in Industrial and Product Design (2nd Year) from Guru Gobind Singh Indraprastha University, New Delhi. With a strong inclination toward user-centered design and creative innovation, she integrates technical precision with aesthetic sensitivity to develop solutions that are both functional and meaningful. Her design philosophy emphasizes the balance between form, usability, and emotional engagement, aiming to create impactful experiences through thoughtful design.

She is an active member of the Public Relations team at the IPU Innovation & Incubation Foundation (IPU-IIF), where she contributes to outreach initiatives, event management, content creation, entrepreneurial skill-building, and community engagement. Her role involves promoting innovation-led programs, strengthening stakeholder relationships, and enhancing the visibility of design and entrepreneurship activities through strategic communication.

Alongside her academic pursuits, she writes blogs on Substack covering industrial design, fashion trends, and emerging creative practices. Her writing reflects a curiosity-driven exploration of how design intersects with technology, culture, and industry. She has also served as the President of the Interact Club, leading community service initiatives and collaborative projects addressing social concerns. This leadership experience has strengthened her team coordination, problem-solving, and empathy-driven approach to work.

Her core competencies include ideation, blogging, problem-solving, sketching, prototyping, and user experience design. She is proficient in Adobe Creative Suite, Figma, Blender, and SketchUp. Passionate about using design as a catalyst for positive change, she remains committed to continuous learning, experimentation, and meaningful contribution to society.

 anjaniadhingra308@gmail.com

 <https://orcid.org/0009-0003-1134-0369>



Ms. Shyenikaa is a third-year B.Tech Biotechnology student at Banasthali Vidyapith, she is ambitious and intellectually driven learner, she is deeply committed to cutting-edge biomedical research at the intersection of Nanobiotechnology, Nanomedicine, and precision drug delivery systems. She is particularly fascinated by stealth nanoparticle engineering designed to bypass opsonization, alongside a keen research interest in virology and high-containment Biosafety Level (BSL) laboratories.

Her hands-on experience includes research on septins at IIT Delhi under the guidance of Professor Manoj B. Menon, strengthening her foundation in cell biology and translational research. Beyond the laboratory, she is a skilled communicator and leader—a two-time Model United Nations (MUN) award winner, a state-level debater, and an institutional representative at the AIU 39th Youth Festival.

By combining scientific rigor with public speaking and strategic thinking, she aims to pursue advanced studies in biotechnology at premier institutions like IIT Delhi. Ultimately, she aspires to build a high-impact career that bridges innovative science, societal wellbeing, and professional excellence.

 btbt24001_shyenikaa@banasthali.in

