



ISSN 3049-1754 (PRINT)
ISSN 3048-8966 (ONLINE)



INDO-ASIAN JOURNAL OF SOCIAL SCIENCE AND MANAGEMENT RESEARCH

VOLUME 3 : ISSUE 1

JAN-JUNE 2026

(BI-ANNUAL)



ABOUT US

The *Indo-Asian Journal of Social Science and Management Research* is a distinguished bi-annual, peer-reviewed international journal dedicated to fostering academic excellence and interdisciplinary collaboration. Established to address the growing need for a comprehensive platform, the journal emphasizes the convergence of social sciences and management studies, offering insights into the complexities of contemporary global challenges.

With a commitment to high-quality research, the journal serves as a beacon for scholars, researchers, and practitioners eager to explore critical issues, innovative strategies, and sustainable solutions. The journal not only supports ongoing professional development and research but also encourages dialogue on policy implications, practical applications, and transformative trends.

We aim to provide a rich repository of knowledge that promotes intellectual exchange across disciplines such as cultural studies, economics, political science, business management, sociology, international relations, and more. Rooted in an ethos of inclusivity and academic rigor, the Indo-Asian Journal of Social Science and Management Research aspires to make a lasting impact on the academic and professional community globally.

Through our publication, we strive to create a space where diverse perspectives are respected, innovation is celebrated, and scholarly contributions drive progress in both theory and practice. Join us in shaping the future of social science and management research.

AIM

The *Indo-Asian Journal of Social Science and Management Research* aims to serve as a dynamic platform for advancing interdisciplinary research and scholarly discourse at the intersection of social sciences and management. The journal is dedicated to fostering innovation, critical thinking, and evidence-based insights that address significant business, social, and policy challenges globally. By supporting ongoing professional training and research, the journal aspires to contribute meaningfully to academic and practical developments in these fields.

SCOPE

The journal welcomes original research articles, case studies, reviews, and theoretical papers that explore diverse topics within the fields of social sciences and management. It prioritizes works that examine significant business issues, develop innovative strategies, evaluate contrasting possibilities, and explore the effects of policies and practices on various social groups and economic players. Submissions may address, but are not limited to:

- 1) Cultural studies
- 2) Economic development
- 3) Political science
- 4) Business management
- 5) International relations
- 6) Sociology

- 7) Anthropology
- 8) Environmental studies
- 9) Legal studies

This bi-annual, peer-reviewed international journal seeks to bridge the gap between theory and practice, encouraging collaborative discussions among scholars, researchers, and practitioners worldwide.

Journal Particulars	
Title	Indo-Asian Journal of Social Science and Management Research
Frequency	Bi-annual
ISSN	3048-8966 (ONLINE)
ISSN	3049-1754 (PRINT)
Publisher	BallPen Media Private Limited
Editor-in-chief	Dr ArunPrasad P.
Copyright	BallPen Media Private Limited
Starting year	2024
Subject	Social Sciences
Language	English
Publication Format	Online and Print
Email id	Editorialoffice@ballpenmediapvtltd.co.in
Phone Number	91-9953284942
Website	www.iajssmr.com
Address	B-85 Vivek vihar phase-1 Delhi-110095

EDITOR IN CHIEF

DR ARUNPRASAD P
FOUNDER & CEO: BULLZIAI, BULLSEYEEXPERTS & PRISMATIC
EXPERTS
FORMERLY ASSOCIATE PROFESSOR,
DUBAI BUSINESS SCHOOL
UNIVERSITY OF DUBAI
Ex-IIT Faculty @VGSOM, IIT KHARAGPUR
Ph.D IIT MADRAS
Email Id : ceo@bullseyeexperts.com

MANAGING EDITOR

DR UPASANA GUPTA
FOUNDER & CEO: BALLPEN MEDIA PRIVATE LIMITED
Email Id : editorialoffice@ballpenmediapvtltd.co.in

EDITORIAL BOARD MEMBERS

DR SUJATA KHANDAI
PROFESSOR & HOD (ACCF) AMITY UNIVERSITY, NOIDA
Email Id : skhandai@amity.edu

DR BHAWNA AGARWAL
PROFESSOR, JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY, NOIDA
Email Id : bhawna.agarwal@jiit.ac.in

DR JONES MATHEW
PRINCIPAL, GREATLAKES INSTITUTE OF MANAGEMENT
Email Id: jones.m@greatlakes.edu.in

DR GURUM GOPAL
PROFESSOR & INTERIM CHAIR, ILLINIOS INSTITUTE OF TECHNOLOGY, CHICAGO
Email Id : gopal@iit.edu

DR SUJIT SUKUMARAN
PROFESSOR, CHRIST UNIVERSITY , BENGALURU
Email Id : sujit.ks@christuniversity.in

DR MUKESH KUMAR
PROFESSOR, UNIVERSITY OF BAHRAIN , BAHRAIN
Email Id : mkumar@uob.edu.bh

DR MAJID WAHID SHAIKH
Assistant Professor – RICS School of Built Environment (Mumbai)
Email Id : mshaikh@ricssbe.edu.in

DR SANTANU ROY
PROFESSOR, IILM INSTITUTE FOR HIGHER EDUCATION
Email Id : santanu.roy@iilm.edu

DR SREEJITH BALASUBRAMANIAN
ASSOCIATE PROFESSOR, MIDDLESEX UNIVERSITY, DUBAI
Email Id : s.balsubramanian@mdx.ac.ae

DR SESHANWITA DAS
ASSOCIATE PROFESSOR, CHRIST UNIVERSITY , NOIDA
Email Id : seshanwita.das@christuniversity.in

DR ANINDITA BHATTACHARJEE ASSOCIATE PROFESSOR,
SYMBIOSIS UNIVERSITY , NOIDA
Email Id : anindita.bhattacharjee@scmsnoida.ac.in

DR B. KARTHIKEYAN
ASSOCIATE PROFESSOR, ANNAMALAI UNIVERSITY , TAMIL NADU
Email Id : bk09138@annamalaiuniversity.ac.in

Indo-Asian Journal of Social Science & Management Research is a blind peer reviewed referred bi-annual journal and is available against subscription only.

Subscription Rates for Individuals/ Institutions :		
	Indian	Others
One Year	Rs 1500/-	\$150
Two Year	Rs 2500/-	\$250
Three Year	Rs 3500/-	\$350

- The views expressed by individual contributions in Indo-Asian Journal of Social Science & Management Research are not necessarily endorsed by the management.
- **Copyright 2023.** All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.
- **Disclaimer :** The views and opinions presented in the research papers/articles published in Indo-Asian Journal of Social Science & Management Research are solely attributable to the authors of the respective contributions. If these are contradictory to any particular person or entity, Indo-Asian of Social Science & Management Research shall not be liable for the present opinions, inadequacy of the information, any mistakes or inaccuracies.
- Indo-Asian Journal of Social Science & Management Research is a member of and subscribes to the principles of the Committee on Publication Ethics (COPE).
- All disputes are subject to Delhi Jurisdiction only.
- All correspondence relating to circulation and advertisement may be addressed to :

**INDO-ASIAN JOURNAL OF SOCIAL SCIENCE & MANAGEMENT
RESEARCH**

B-85 Vivek Vihar Phase-1 Delhi – 110095 India

For Subscription queries : +91 9871268840 (WhatsApp: 9953284942)

Url: www.iajssmr.com

Email Id: submission@iajssmr.com

For Subscription Queries, Email us at :

Info@ballpenmediapvtltd.co.in

Linkedin : <https://www.linkedin.com/company/ballpen-media-private-limited/>

INDEX

SNO.	TOPIC	AUTHOR	PAGE NUMBER
Editor's Note	Contemporary Financial Behaviour, Innovation, and Risk in Emerging Economies	Dr Arun TC Assistant Professor, Christ (Deemed to be University), Bangalore Dr Ramanatha HR Professor, Christ (Deemed to be University), Bangalore	i
1	ANALYSING THE ROLE OF RESTORATIVE JUSTICE IN SOCIO- LEGAL SYSTEMS	Ms. Baisakhi Priyadarshini Bachelor of Business Administration and Bachelor of Legislative Law, KIIT School of Law, KIIT Deemed to be University	1-14
2	DEEPPFAKE DETECTION USING XCEPTION MODEL WITH MULTI- MODAL ENSEMBLE LEARNING AND BAYESIAN FUSION	Mr. Ashutosh Bhushan Monash University, Caulfield, Australia	15-29
3	DETERMINING THE PERSON- ORGANIZATIONS FIT IN A CREATIVE JOB: MODERATING ROLE OF EMPLOYEE NARCISSISM AND COGNITIVELY DIVERSIFIED TEAM	Kavya R. Research Scholar, Christ (Deemed To Be University), Bengaluru Dr Jain Mathew Professor, Christ (Deemed To Be University), Bengaluru Dr Rekha Hitha Aranha Associate Professor, Christ (Deemed To Be University), Bengaluru	30-53

4	STRATEGIC HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL TRANSFORMATION: A BIBLIOMETRIC ANALYSIS	Uma Madhusudhan Research Scholar, Christ (Deemed To Be University), Bengaluru Dr Leena James Professor, Christ (Deemed To Be University), Bengaluru	54-83
5	THE MODERATING EFFECTS OF BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORTING ON CORPORATE FINANCIAL PERFORMANCE	Dr Nancy Gupta Institute of Information Technology & Management, Guru Gobind Singh Indraprastha University (GGSIU), New Delhi Dr Rachita Rana Institute of Information Technology & Management, Guru Gobind Singh Indraprastha University (GGSIU), New Delhi	84-104