

---

# **Springer Proceedings in Geography and Sustainability**

Springer Proceedings in Geography and Sustainability features state-of-the-art contributions from conferences, workshops, and similar meetings. The series presents a snapshot of timely developments in fields including but not limited to physical, human, and integrated geography; cross-disciplinary approaches to environmental challenges; and sustainability writ large. It aims to foreground trends emerging from meetings around the world, especially regions that are traditionally underrepresented.

Proposals must include the following:

- A description of the meeting's aims and theme
- The name, place, date, and website of the meeting
- The committee(s) and/or organization(s) responsible for planning the meeting
- A description of the organizer's review process for submissions

Please reach out to the publishing editor, Andrea Brody-Barre ([andrea.brody-barre@springer.com](mailto:andrea.brody-barre@springer.com)), with enquiries.

---

Srikanta Patnaik · Francesco Vigliarolo ·  
Jesús García-Madariaga ·  
Chandrakanta Sahoo  
Editors

# People, Planet and Profit: Advancing Sustainable Business Practices

International Conference  
on Sustainable Business (ICSB 2025)

*Editors*

Srikanta Patnaik  
InterScience Institute of Management  
and Technology  
Bhubaneswar, Odisha, India

Jesús García-Madariaga  
Faculty of Economics and Business  
Universidad Complutense de Madrid  
Madrid, Spain

Francesco Vigliarolo  
National University of La Plata  
Buenos Aires, Argentina

Chandrakanta Sahoo  
Institute of Management and Information  
Technology  
Cuttack, Odisha, India

ISSN 3059-3344

ISSN 3059-3352 (electronic)

Springer Proceedings in Geography and Sustainability

ISBN 978-3-032-11295-8

ISBN 978-3-032-11296-5 (eBook)

<https://doi.org/10.1007/978-3-032-11296-5>

© The Editor(s) (if applicable) and The Author(s), under exclusive license to Springer  
Nature Switzerland AG 2026

This work is subject to copyright. All rights are solely and exclusively licensed by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.

The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Springer imprint is published by the registered company Springer Nature Switzerland AG  
The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

If disposing of this product, please recycle the paper.

---

# ICSB-2025 Conference Committee

---

## **Patron**

Prof. Amiya Kumar Rath

---

## **General Chair**

Prof. Satya Swaroop Debashish

---

## **Organizing Chairs**

Prof. Raghunath Sahu

Prof. Manas Ranjan Kabat

---

## **Program and Publication Chair**

Prof. Srikanta Patnaik

---

## **Convener**

Dr. Chandrakanta Sahoo

---

## **Co-convener**

Dr. Swati Mishra

## **Advisory Committee**

Prof. Shiv K. Tripathy, Vice Chancellor, Atmiya University, Rajkot  
Dr. Ganesh Abhimanyu Dash, Associate Professor, College of Administrative and Financial Sciences, Riyadh, Saudi Arabia  
Prof. P. Narayana Reddy, Director General (South), Association of Indian Management School, India  
Dr. Basanna Patagundi, Chief Learning Officer, Swiss Learning Exchange, Bengaluru, Karnatak  
Prof. Tankanatha Dhamala, Professor, Central Department of Mathematics, Institute of Science and Technology, Tribhuvan University, Kathmandu, Nepal  
Mr. Bobby Varanasi, CEO, Regenerative Futures, Malaysia  
Prof. S. Venkataramanaiah, Professor, Chairperson—Admission, IIML (Noida Campus)

---

## **Technical Committee**

Dr. Chandan Thakur, Delhi School of Business, Delhi  
Dr. Monika Srivastav, Department of Humanities and Liberal Art, DIT University, Dehradun  
Prof. D. Pradeep Kumar, MITS School of Business, Andhra Pradesh  
Prof. Subhasree Kar, Reva University, Bengaluru  
Dr. S. Md. Karimulla Basha, United Skill Development Corporation, Bengaluru  
Dr. Prakash Chandra Dash, Institute of Management and Information Science, Bhubaneswar  
Prof. Surjeet Kar, Biju Patnaik Institute of Information Technology and Management, (BIITM), Bhubaneswar  
Prof. Dhananjay Sahoo, School of Commerce, Banaras Hindu University, UP  
Dr. Omar Faruk, Department of Business Studies, Daffodils International University, Bangladesh  
Prof. Chandan Kumar Sahoo, School of Management, NIT, Rourkela  
Dr. Bijaya Kumar Sundaray, Department of PMIR, Utkal University, Bhubaneswar  
Dr. Alok Chhajer, United Skill Development Corporation, Bengaluru  
Dr. Chandra Sekhar, NIT, Kurukshetra  
Dr. Subhendu Kumar Pradhan, SKCG Autonomous College, Paralakhimundi, Gajapati  
Dr. K. V. Geetha Devi, MITS School of Business, Andhra Pradesh

---

## **Organizing Committee**

Dr. Suvendra Kumar Jayasingh, IMIT, Cuttack  
Dr. Alok Ranjan Tripathy, IMIT, Cuttack  
Dr. Chinmaya Kumar Swain, IMIT, Cuttack

---

Dr. Kunal Pattnaik, IMIT, Cuttack  
Dr. Bamadev Mahapatra, IMIT, Cuttack  
Dr. Jayanta Kumar Dash, IMIT, Cuttack  
Dr. Dhaneshwar Mardi, IMIT, Cuttack  
Mr. Satyaprakash Swain, IMIT, Cuttack  
Dr. Srutipragyan Swain, IMIT, Cuttack  
Mrs. Sujata Ray, IMIT, Cuttack  
Dr. Debasisha Mohanty, CIME, Bhubaneswar  
Dr. M. C. Tripathy, CIME, Bhubaneswar  
Dr. Amitabh Nanda, CIME, Bhubaneswar  
Dr. Bandana Sarangi, CIME, Bhubaneswar  
Dr. Bidya Dash, CIME, Bhubaneswar  
Dr. Kedareswar Panda, CIME, Bhubaneswar  
Dr. P. D. Das, CIME, Bhubaneswar  
Debidutta Acharya, CIME, Bhubaneswar

---

### **Publicity Committee**

Dr. Suvendra Kumar Jayasingh, HOD, CSE  
Dr. Swati Mishra, Assistant Professor, MBA  
Dr. Kunal Pattnaik, HOD, Humanities  
Dr. Bamadev Mahapatra, Assistant Professor, MBA

---

### **Finance Committee**

Dr. Chandrakanta Sahoo, HOD, MBA  
Dr. Suvendra Kumar Jayasingh, HOD, CSE  
Dr. Swati Mishra, Assistant Professor, MBA  
Mr. Arun Kumar Swain, Technical Assistant  
Mr. Ajit Kumar Sitha, Programmer

---

### **Hospitality and Logistic Committee**

Mr. Arun Kumar Swain, IMIT, Cuttack  
Mr. Ajit Kumar Sitha, Programmer  
Mr. Gobinda Ballav Mohanty, IMIT, Cuttack  
Mrs. Sasmita Mohapatra, IMIT, Cuttack  
Mr. Satyaprakash Swain, IMIT, Cuttack  
Mrs. Srutipragyan Swain, IMIT, Cuttack  
Mrs. Sujata Ray, IMIT, Cuttack  
Dr. Kedareswar Panda, CIME, Bhubaneswar

Dr. P. D. Das, CIME, Bhubaneswar  
Dr. Bandana Sarangi, CIME, Bhubaneswar  
Dr. Bidya Dash, CIME, Bhubaneswar

---

## Preface

The global pursuit of sustainable development has evolved from aspiration to urgency. In this context, the *International Conference on Sustainable Business (ICSB-2025)*, held on **May 5–6, 2025**, at the **World Skill Center, Bhubaneswar**, focused on the theme “*People, Planet and Profit.*” It emphasized the critical intersection of social inclusion, environmental responsibility, and economic viability.

The conference was inaugurated by **Prof. Sabita Acharya** (Vice Chancellor, Utkal University—Chief Guest) and **Prof. Amiya Kumar Rath** (Vice Chancellor, BPUT—Patron), with academic guidance from **Dr. Satya Swaroop Debasish** (General Chair, Utkal University), and organizational leadership from **Prof. M. R. Kabat** (IMIT, Cuttack) and **Prof. R. N. Sahu** (CIME, Bhubaneswar). Keynotes by **Prof. B. Nishantha** (University of Colombo, Sri Lanka), **Dr. Ritesh Kumar Dubey** (XIMB, India), and **Prof. Monika Srivastav** (Chitkara University, India) set the tone for thoughtful discussions on sustainability.

ICSB-2025 brought together a vibrant community of scholars, policymakers, and practitioners from diverse regions and disciplines. The presented papers bridged theory and practice across marketing, finance, environmental science, and HR, showcasing interdisciplinary approaches to sustainability.

Major contributions included insights on ESG disclosures, circular economy adoption, sustainable infrastructure through PPPs, and inclusive, community-driven business models. These discussions highlighted that sustainability is not just a compliance concern—it is a strategic and ethical imperative.

ICSB aspires to become a recurring global platform fostering transdisciplinary research and innovation in sustainable business. We believe the ideas exchanged here will inspire continued scholarly engagement and practical solutions.

We sincerely thank all contributors, reviewers, session chairs, and participants for making ICSB-2025 a meaningful and successful endeavor.

Bhubaneswar, India

Srikanta Patnaik  
Publication and Program Chair

---

## Editorial

The intersection of ethical responsibility, economic viability, and environmental stewardship has never been more important than it is today. The International Conference on Sustainable Business: People, Planet, and Profit (ICSB-2025), held from 5 to 6 May 2025, stood as a vibrant platform for intellectual engagement, academic discourse, and cross-sector collaboration. This landmark event was jointly organized by the **Institute of Management and Information Technology (IMIT), Cuttack**, and the **College of IT and Management Education (CIME), Bhubaneswar**, in collaboration with the **Interscience Institute of Management and Technology (IIMT), Bhubaneswar**. Bringing together a distinguished gathering of researchers, academicians, policymakers, industry experts, and sustainability advocates, ICSB-2025 showcased the urgency and relevance of embedding sustainability into the heart of modern business practices.

As global economies grapple with the complexities of climate change, resource scarcity, social inequality, and rapid technological disruption, sustainable business has emerged as a powerful paradigm—one that transcends traditional profit-centric models and embraces the Triple Bottom Line of People, Planet, and Profit. The conference explored how organizations can integrate human rights, environmental ethics, and economic strategy to drive long-term resilience and inclusive growth. ICSB-2025 offered a comprehensive view of sustainability across multiple disciplines. From responsible finance and ethical governance to green human resource practices, circular economy models, and AI-enabled decision-making, the conference reflected the multifaceted nature of sustainability. It emphasized not only the moral imperative of environmental and social responsibility but also the strategic advantage sustainability can offer in a competitive business landscape.

The proceedings of ICSB-2025 reflect the intellectual depth and practical relevance of the discussions held during the conference. This year, the organizing committee received over 90 scholarly contributions from institutions and professionals across India and abroad. After a stringent peer-review process, 29 high-quality papers were accepted for presentation and publication. Of these, 23 authors completed the registration process and are featured in this volume. These papers represent a rich tapestry of perspectives and methodologies, unified by a commitment to reimagining business as a force for good.

Through plenary talks, research presentations, and interactive sessions, ICSB-2025 provided a platform to explore innovative models of corporate governance, sustainable finance, inclusive technology, environmental responsibility, and employee well-being. The conference also provided a space to align research efforts with international frameworks such as the United Nations Sustainable Development Goals (SDGs), the UN Guiding Principles on Business and Human Rights, and UNESCO's focus on economic and social justice. As the world advances toward a more interconnected, data-driven, and ethically conscious era, the relevance of sustainable business will continue to grow. ICSB-2025 served not just as an academic event, but as a movement to inspire leadership, ignite interdisciplinary research, and create pathways for responsible innovation. The papers published herein are a testament to that vision—capturing critical insights, practical strategies, and visionary thinking for shaping the future of sustainable business.

The conference brought together a series of insightful and empirically grounded studies that span across various domains, including human resource management, corporate governance, financial inclusion, AI applications, circular economy, and sustainable finance. The following papers, selected through a rigorous peer-review process, exemplify the conference's core themes of innovation, responsibility, and sustainability. Each article contributes to a deeper understanding of how businesses and institutions can balance profit with purpose, and growth with equity, in an era of global complexity and transformation.

The first chapter entitled “**Exploring the Impact of Green Human Resource Management Practices on Organizational Sustainability: A Case Study of EcoLuxe Hotels**” investigates the effectiveness of Green HRM in the hospitality sector. Focusing on EcoLuxe Hotels, the study reveals that green recruiting, eco-conscious training, and sustainable performance management have enhanced employee behavior, fostered an environmental culture, and improved the hotel's overall triple bottom line in a post-pandemic environment.

The second chapter entitled “**Transforming HR: The Evolution from Operational Tasks to Data-Driven Strategic Insights**” presents a case study from the Dutch Police Force to demonstrate how HR analytics can reduce attrition and improve alignment between personal identity and professional roles. The research underscores the strategic use of predictive analytics for sustainable workforce planning in public sector institutions.

The third chapter entitled “**Corporate Governance and Corporate Sustainability with Reference to the New Companies Act, 2013**” examines how regulatory mandates in India have influenced sustainability strategies in Tata Steel. The findings reveal that compliance with CSR mandates, gender diversity provisions, and board transparency requirements significantly bolstered the company's environmental and community initiatives.

The fourth chapter entitled “**Financial Inclusion of the Slum Dwellers of Kolkata with Fintech Services: One More Step Towards SDG Goals**” analyzes how PMJDY and fintech tools have empowered financially marginalized women in

Kolkata. The study confirms that formal banking access has led to improved saving behavior, access to welfare schemes, and alignment with broader SDG targets.

The fifth chapter entitled “**Customer Retention: PCA-Enhanced AI Model**” employs Principal Component Analysis and Support Vector Machines to predict customer churn. The study demonstrates that AI-enhanced models, when supported by high-quality data, can optimize campaign outcomes and increase customer lifetime value through data-driven decision-making.

The sixth chapter entitled “**Mapping the Landscape of Sustainable Tourism in India a Bibliometric Review and Systematic Synthesis**” uses bibliometric tools to explore the evolution of sustainable tourism research. The study identifies global collaborations, influential institutions, and critical research gaps—particularly the need for technological integration and more robust policy evaluation in the Indian context.

The seventh chapter entitled “**Chemical Fertilizer Usage in Indian Agriculture: Trade-Off Between Carbon Emissions and Food Security**” explores the complex relationship between fertilizer use, agricultural productivity, and environmental sustainability. Using econometric modeling, the study reveals short- and long-term linkages among food production, emissions, and climate change.

The eighth chapter entitled “**The Impact of CSR Perception on Employee Performance: Exploring the Mediating Role of Person-Organization Fit in Public Sector Organizations**” delves into the psychological mechanisms that connect CSR perception and employee performance. Through structural equation modeling, it establishes person-organization fit as a critical mediating factor in aligning individual and institutional values.

The ninth chapter entitled “**Strategic Integration of Corporate Social Responsibility: Linking Theory and Practice for Sustainable Development**” evaluates CSR practices across six major corporations, including Unilever and ITC. The study demonstrates that strategic CSR not only drives environmental and social outcomes but also enhances brand credibility and operational resilience.

The tenth chapter entitled “**A Study of Volatility Spillover of Sustainable Financial Markets on Indian Stock Market**” uses GARCH and VECM models to assess how global ESG-linked financial instruments affect volatility in India’s stock market. The findings emphasize the importance of understanding cross-border financial risks in the era of sustainable finance.

The eleventh chapter entitled “**Circular Economy and Sustainability: Strategies, Challenges, and Implications**” analyzes circular economy practices using case studies from the EU and China. The research identifies regulatory, cultural, and technological barriers to CE implementation but confirms its transformative potential for reducing resource consumption and promoting green employment.

The twelfth chapter entitled “**Advancing ESG Practices: Trends, Challenges, and Future Directions in Sustainable Finance**” combines stakeholder theory and the Triple Bottom Line to evaluate ESG adoption. With case studies of Microsoft and Unilever, the paper reveals inconsistencies in ESG reporting and advocates for ethical AI usage and sector-specific metrics to increase ESG accountability.

The thirteenth chapter entitled “**Predicting Cryptocurrency Trends: Approaches to Diversification and Optimization**” uses machine learning to optimize cryptocurrency portfolios. It explores the intersection of financial inclusion, volatility management, and ESG-aligned investment strategies, offering practical insights for sustainable digital finance.

The fourteenth chapter entitled “**The Effectiveness of Social Media Networking as a Marketing Tool for Promoting Consumer Durable Goods in Tourism Industry**” investigates how content quality, trust, and interactivity affect consumer purchasing behavior. It recommends that marketers adopt nuanced, platform-specific strategies to boost engagement and sustainability in the tourism-retail interface.

The fifteenth chapter entitled “**Stock Market Investments: An Exploration of Investor Perceptions**” evaluates how demographic factors influence investor sentiment in the Indian equity market. The study proposes a model that can guide targeted financial education and risk communication strategies.

The sixteenth chapter entitled “**Intrinsic Motivation in the Workplace: The Roles of Age, Gender, and Tenure**” highlights how intrinsic motivators like autonomy and meaningful work drive engagement, particularly among Gen Y employees in India’s IT sector. The research encourages HR departments to shift from extrinsic to purpose-driven incentive models.

The seventeenth chapter entitled “**Impact of Knowledge Management on Employee Engagement in the Information Technology Industry**” confirms a strong relationship between structured knowledge-sharing systems and employee engagement. It proposes knowledge audits and mentoring as key strategies to retain talent in high-skill environments.

The eighteenth chapter entitled “**Impact of Hybrid Work Model on Job Satisfaction of Tech Professionals in Information Technology Industry**” explores the dual effects of flexibility and digital fatigue in hybrid work environments. It calls for personalized hybrid work strategies and gender-sensitive HR policies.

The nineteenth chapter entitled “**HR Analytics in Predicting Employee Turnover in IT Industry: A Structural Equation Modeling Approach**” identifies leadership support and data infrastructure as critical predictors of turnover. The study validates the use of analytics to design pre-emptive retention strategies.

The twentieth chapter entitled “**Toward Sustainable Work-Life Balance in the Indian IT Industry: A Predictive Analysis of Challenges, Organizational Initiatives, and Technology-Enabled Interventions**” assesses how Infosys, TCS, and Wipro approach employee well-being. Despite progressive policies, issues like digital exhaustion and blurred work-life boundaries persist—especially for women—highlighting the need for integrated wellness frameworks.

The twenty-first chapter entitled “**Impact of Compensation Management Practices on Job Satisfaction in Indian Information Technology Industry**” uses regression analysis to show that fringe benefits and incentive structures significantly influence employee satisfaction. The findings advocate for transparent, inclusive compensation policies.

The twenty-second chapter entitled “**The Role of HR Analytics in Enhancing Talent Management: Insights from Bangalore’s IT Industry**” examines the drivers behind effective HR analytics adoption. Leadership support, organizational readiness, and workforce upskilling emerge as essential for optimizing recruitment, retention, and training outcomes.

The final or the twenty-third chapter entitled “**Unleashing Digital Innovation for Circular Economy Transformation: A Thematic Analysis of Industry Case Studies**” examines how digital transformation can be leveraged to drive circular economy outcomes. Analyzing five global industry leaders—Philips, Unilever, BMW, Interface, and Nestlé—the study applies thematic analysis to explore how digital technologies such as IoT, blockchain, AI, and 3D printing are utilized to optimize resources, reduce waste, and extend product life cycles. The findings reveal common themes of technological advancement, operational efficiency, collaboration, and shared sustainability challenges. While digital tools are found to enhance transparency and resource tracking, barriers like high implementation costs and complex supply chains remain significant. This study contributes valuable insights for both academia and industry, highlighting how businesses can strategically adopt digital innovation to foster sustainable transformation within a circular economy framework.

Each research paper presented at ICSB-2025 adds a vital layer of understanding to the evolving landscape of sustainable business. From green HR practices to ESG integration, fintech-driven inclusion, and AI-powered decision-making, the conference showcases how innovation, regulation, and ethics converge to shape a resilient and inclusive global economy. These multidisciplinary perspectives demonstrate that sustainability is no longer an auxiliary concern—it is the foundation of future business leadership.

---

## Acknowledgements

We are deeply thankful to the review committee members who dedicated their time and specialized expertise to ensure the quality of submissions. Their constructive feedback not only enhanced the quality of the papers but also mentored many budding scholars.

Special acknowledgment is extended to the session chairs—Dr. Chinmaya Kumar Dash, Dr. Prakash Chandra Dash, Dr. Swapnamayee Palit, Dr. Swati Mishra, Dr. Bamdev Mohapatra, and Prof. Surya Dev—whose intellectual stewardship and moderation brought rationality and clarity to the technical sessions.

We also wish to appreciate the support staff, volunteers, and student coordinators from IMIT, CIME, and IIMT, who worked behind the scenes to ensure the smooth organization of the event.

We express our sincere gratitude to the esteemed dignitaries who graced the occasion and elevated the stature of ICSB-2025. We especially acknowledge Prof. Sabita Acharya, Vice Chancellor, Utkal University (Chief Guest); Prof. Amiya Kumar Rath, Vice Chancellor, BPUT (Patron); Dr. Satya Swaroop Debasish, Professor, Utkal University (General Chair); Prof. M. R. Kabat, Principal, IMIT, Cuttack; and Prof. R. N. Sahu, Principal, CIME, Bhubaneswar (Organizing Chairs) for their academic leadership and visionary support.

We are especially indebted to our keynote speakers, Prof. B. Nishantha (University of Colombo, Sri Lanka), Dr. Ritesh Kumar Dubey (XIMB, Bhubaneswar, India), and Prof. Monika Srivastava (Chitkara University, Punjab, India), for sharing global insights on the ICSB-2025 platform and engaging the audience with forward-looking ideas that transcend disciplines and borders.

We thank our publication team and acknowledge the valuable contribution of the Interscience Institute of Management and Technology (IIMT), Bhubaneswar. Under the guidance of Prof. Srikanta Patnaik, the institute provided critical editorial and logistical support, which together with Springer Nature facilitated the timely compilation of this Book of Proceedings. We hope it will serve as both an academic resource and a catalyst for future research in the domain of sustainability.

Finally, we extend our heartfelt appreciation to the academic leadership of BPUT and Utkal University. Their unwavering support, guidance, and encouragement were instrumental in shaping ICSB-2025 into a high-impact, interdisciplinary platform committed to advancing the global sustainability agenda.

Srikanta Patnaik  
Francesco Vigliarolo  
Jesús García-Madariaga  
Chandrakanta Sahoo

---

# Contents

<b>Exploring the Impact of Green Human Resource Management Practices on Organizational Sustainability: A Case Study of EcoLuxe Hotels</b> .....	1
Debjani Palai, Kocherla Srinivasulu, and Yimer Ayalew Ahmed	
<b>Transforming HR: The Evolution from Operational Tasks to Data-Driven Strategic Insights</b> .....	13
Chandrakanta Sahoo, Deepak Kumar Sahoo, and R. Durga Prasad	
<b>Corporate Governance and Corporate Sustainability with Reference to the New Companies Act, 2013</b> .....	25
Alle Yashoda, Srinivas Karri, and Ahmed Fantaw Amanu	
<b>Financial Inclusion of the Slum Dwellers of Kolkata with Fintech Services: One More Step Towards SDG Goals</b> .....	41
Swapnamoyee Palit, Atiba Batul, Ronismita Mishra, and Ananya Swain	
<b>Customer Retention: PCA-Enhanced AI Model</b> .....	61
Rayaguru A. K. Das, Kumar Janardan Patra, Rajendra Prasad Panigrahi, and R. Anshuman Dash	
<b>Mapping the Landscape of Sustainable Tourism in India a Bibliometric Review and Systematic Synthesis</b> .....	79
Sobhana Tripathy and Ananya Mitra	
<b>Chemical Fertilizer Usage in Indian Agriculture: Trade-Off Between Carbon Emissions and Food Security</b> .....	95
Smrutirekha Mohanty and Ananya Mitra	
<b>The Impact of CSR Perception on Employee Performance: Exploring the Mediating Role of Person-Organization Fit in Public Sector Organizations</b> .....	113
Abhijit Mohanty, Amita Panda, Surama Mohanty, and Sonam Subhadarshini	

<b>Strategic Integration of Corporate Social Responsibility: Linking Theory and Practice for Sustainable Development</b> .....	131
Kuchi. Srinivasa Krishna, V. S. K. Verma, Bhupathi Raju Vishnu Verma, N. Visalakshi, and B. Sreekanth	
<b>A Study of Volatility Spillover of Sustainable Financial Markets on Indian Stock Market</b> .....	147
Shradhanjali Panda, Alok Arun, and Prajnya Paramita Pradhan	
<b>Circular Economy and Sustainability: Strategies, Challenges, and Implications</b> .....	163
K. Surya Narayana, B. Muthukrishnan, and Busige Nishantha	
<b>Advancing ESG Practices: Trends, Challenges, and Future Directions in Sustainable Finance</b> .....	175
Srinivas Karri, Alle Yashoda, Deepak Kumar Sahoo, and Harika Repakula	
<b>Predicting Cryptocurrency Trends: Approaches to Diversification and Optimization</b> .....	193
K. V. Geetha Devi and K. Supritha	
<b>The Effectiveness of Social Media Networking as a Marketing Tool for Promoting Consumer Durable Goods in Tourism Industry</b> .....	207
A. K. Neeraja Rani, P. Pratheesha, M. Yugandharudu, J. N. J. Ravi Sharin, and P. Shabanabi	
<b>Stock Market Investments: An Exploration of Investor Perceptions</b> .....	225
Kathari Santosh, M. Jahnavi, N. Nagasubba Reddy, B. Sireesha, M. Sandeep Kumar, and G. Ramanjaneyulu	
<b>Intrinsic Motivation in the Workplace: The Roles of Age, Gender, and Tenure</b> .....	241
Swati Mishra, Bamadev Mahapatra, and Vivek Sharma Dhakal	
<b>Impact of Knowledge Management on Employee Engagement in the Information Technology Industry</b> .....	259
N. Gangisetty and S. Mohana	
<b>Impact of Hybrid Work Model on Job Satisfaction of Tech Professionals in Information Technology Industry</b> .....	273
Sabitha Sunkesula and S. Venkata Subba Reddy	
<b>HR Analytics in Predicting Employee Turnover in IT Industry: A Structural Equation Modeling Approach</b> .....	291
G. Ramanjaneyulu, Somasekhar Donthu, B. Venkata Lakshmi, V. Mouneswari, Y. Mallikarjuna Achari, and S. Md. Ershad	

---

**Toward Sustainable Work-Life Balance in the Indian IT Industry:  
A Predictive Analysis of Challenges, Organizational Initiatives,  
and Technology-Enabled Interventions** ..... 305  
E. Kusuma and A. Amruth Prasad Reddy

**Impact of Compensation Management Practices on Job Satisfaction  
in Indian Information Technology Industry** ..... 321  
M. Jahnavi, N. Nagasubba Reddy, N. Chandrika, B. Sireesha,  
M. Sandeep Kumar, and V. Lakshmi Prasanna Kumari

**The Role of HR Analytics in Enhancing Talent Management:  
Insights from Bangalore’s IT Industry** ..... 339  
T. Narayana Reddy and Madhavi Kondeti

**Unleashing Digital Innovation for Circular Economy  
Transformation: A Thematic Analysis of Industry Case Studies** ..... 357  
Manas Ranjan Chowdhury, Jasmin Patnaik, and Anita Pareek

**Index** ..... 375

---

## About the Editors

**Prof. (Dr.) Srikanta Patnaik** is a Director of Interscience Institute of Management and Technology, Bhubaneswar, Odisha, India. He has received his Ph.D. (Engineering) on Computational Intelligence from Jadavpur University, India in 1999 and supervised 12 Ph.D. theses and more than 30 M.Tech. theses in the area of Machine Intelligence, Soft Computing Applications and Re-Engineering. Dr. Patnaik has published more than 60 research papers in international journals and conference proceedings. He is author of two text books and edited 12 books and few invited book chapters, published by leading international publisher like Springer-Verlag, Kluwer Academic, etc. Dr. Patnaik was the Principal Investigator of TAPTEC project “Building Cognition for Intelligent Robot” sponsored by All India Council for Technical Education, New Delhi and Major Research Project “Machine Learning and Perception Using Cognition Methods” sponsored by University Grant Commission. He is the Editors-in-Chief of *International Journal of Information and Communication Technology* and *International Journal of Computational Vision and Robotics* published from Interscience Publishing House, England and also Editors-in-Chief of Book Series on *Modeling and Optimization in Science and Technology* published from Springer, Germany.

**Prof. (Dr.) Francesco Vigliarolo** did his Ph.D. in Social Sciences, specializing in economic sociology, ethical finance, and social economics. He is a full-time Professor of Regional Economy at the Catholic University of La Plata. Additionally, he also serves as the Director of the UNESCO Chair in “Economic Systems and Human Rights” at the National University of La Plata. He is also an Associate Researcher at the CESOT (Center for the Study of Sociology of Work) at the University of Buenos Aires. His primary focus lies in local development processes, particularly the construction of territorial identities that involve asserting rights (ontological reason) through associative forms of production and ethical finance tools. Throughout his career, he had published numerous books and scientific articles delving into concepts such as “Ethical social capital,” “Economic socialization and democratization,” “The principles of economic phenomenology,” “Ontological reason of economy and demand for rights of economy,” and “Meso-economic approach.”

**Prof. (Dr.) Jesús García-Madariaga** is a Full Professor in Marketing at the Faculty of Economics and Business Sciences of Complutense University in Madrid (Spain). He is chair of the Markco2 research group, former Editor-in-Chief of *International Journal of Internet Marketing and Advertising* (Inderscience) and visiting scholar at different international universities in extended stays (California Polytechnic State University) and temporary. His research interests encompass Digital Marketing, Neuromarketing, Customer Value Management, Tourism, and CSR. His research has been published in refereed international journals, including *Journal of Consumer Behavior*, *Decision Support Systems*, *Technological and Economic Development of Economy*, *Journal of Hospitality and Tourism Management*, *Journal of Retailing and Consumer services*, *Physiology and Behavior* and *Journal of Business Ethics* among others.

**Dr. Chandrakanta Sahoo** is a distinguished academician with 17 years of experience in teaching and research across various reputed institutions in Andhra Pradesh and Odisha. Currently serving as an Associate Professor at the Institute of Management and Information Technology, Cuttack, Dr. Sahoo specializes in Organizational Behavior, Human Resource Management, and Business Research. He is proficient in data visualization using Microsoft Power BI and Google Data Studio. Dr. Sahoo holds a Ph.D. in Business Administration from Utkal University, with his thesis focusing on Corporate Social Responsibility. He is also an ISO-certified internal auditor and an AICTE-certified Universal Human Values teacher. His professional background includes significant roles in compliance committees and administrative positions, notably as Head of the Department at Sanskrithi School of Business and at present in Department of MBA at Institute of Management and Information Technology, Cuttack. He has authored numerous journal articles and book chapters on HRM, CSR, and organizational behavior, with publications in leading journals and edited volumes. Dr. Sahoo has organized international conferences, conducted workshops, and had an active online presence with educational resources on YouTube. His broad expertise and extensive contributions to academia make Dr. Sahoo an excellent candidate for the Editorial Board of the International Book Series.