



भारतीय प्रबंध संस्थान बोधगया  
Indian Institute of Management Bodh Gaya



# 3<sup>RD</sup> INTERNATIONAL RESEARCH CONFERENCE ON MINDFULNESS (IRCM) 2026

THEME: MINDFULNESS FOR SUSTAINABLE BUSINESS AND INNOVATION

## BOOK OF ABSTRACTS



13TH-15TH FEBRUARY 2026



भारतीय प्रबंध संस्थान बोधगया  
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Bodh Gaya

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# The Book of Abstracts

## International Research Conference on Mindfulness 2026 (IRCM 2026)

***Theme: Mindfulness for Sustainable Business and Innovation***



13th-15th February, 2026

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## Director's Message



**Hon'ble Director Dr. Vinita S. Sahay**

Welcome to Bodh Gaya: the land of Enlightenment!

IIM Bodh Gaya is thrilled to celebrate the land of enlightenment at a time when India is poised to become a major world economy. Our aim is to complement the curriculum of business education by integrating “mindfulness” with the awareness of self and the environment. We strive to create a learning environment that elevates the collective consciousness of the community and inspires a sense of commitment towards mindful practices

This is the land of Nalanda where scholars from all over the world came and worked relentlessly for attainment and dissemination of knowledge. With such a rich legacy and history backing us, we at IIM Bodh Gaya, have this onerous responsibility of living up to this rich legacy and tradition. We are fortunate to be set up in the soil where Knowledge is the tradition; constant quest for the unknown is the quintessential strive. Values like “Mindfulness” is in the air and “To Be” is prized over “To Do”. With such rich values which are need of the hour in today’s chaotic world, we are very confident of making a very significant contribution in creating a pool of effective leaders. Samatvam – The Mindfulness Centre at IIM Bodh Gaya, call upon the community to join us in this noble pursuit of cultivating and sharing an ecosystem of mindfulness, sanguinity, and equanimity. International Research Conference on Mindfulness 2022 is one such step to create a platform where students, researchers, and practitioners can discuss the scientific avenues of mindfulness in business context. At a time, when the physical and mental wellbeing of an individual is of utmost importance, mindfulness is the way forward. Hence, let us all be here – for ourselves and for each other.

*Dr. Vinita S. Sahay*



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## TRACK 1A : MINDFULNESS AND MARKETING

### A SYSTEMATIC REVIEW OF GEN Z'S PERCEPTION OF AUTHENTICITY VS. OPPORTUNISM IN MENTAL WELLNESS MARKETING: MINDFULNESS AND THE PARADOX OF DIGITAL DETOX AS A PRODUCT

*Deepa Bairi, Mohit Kumar and Sakshi Kumari \*\*deepa.bairi2911a@aim.ac.in\*\**

The present marketing landscape presents a fundamental paradox: brands promote digital disconnection with the social media apps that contribute to the very fatigue they claim. This paper provides a comprehensive, systematic literature review to analyze Generation Z's perception of this phenomenon, focusing on the distinction between perceived Authenticity and sarcastic Opportunism—a marketing practice termed “Wellness Washing”. The review synthesizes three major theoretical frameworks: the Theory of Consumer Skepticism, Brand-Practice compatibility, and Mindfulness in Consumption. Literature confirms that Gen Z, characterized by high digital literacy and value-driven behavior, demands balance between a brand's pro-wellness message and its actual operational practices. Findings consistently show that brands failing this balance test are met with high skepticism, directly effecting trust and loyalty. The synthesis establishes that the increasing pursuit of personal mindfulness acts as a defensive cognitive filter against opportunistic marketing. Critical gaps are identified concerning the need for quantitative metrics to define the “Authenticity Threshold” and for longitudinal studies examining the lasting impact of wellness-focused digital design, thereby providing a robust theoretical foundation for future empirical research

**Keywords:** Authenticity, Consumer, Gen Z, Mindfulness, Opportunity.

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### MINDFULNESS-DRIVEN CONSUMER RESPONSES TO TRADITIONAL MARKETING: A RURAL–URBAN COMPARATIVE ANALYSIS

*Niharika Pradhan \*\*niharikap555@gmail.com\*\**

This study examines how consumer mindfulness influences responses to traditional marketing and investigates whether these effects differ between rural and urban contexts.

Despite the rapid expansion of digital platforms, traditional marketing channels such as television, print media, radio, and outdoor advertising continue to play a vital role in shaping consumer attitudes and purchase intentions, particularly in heterogeneous markets. Drawing on mindfulness theory and consumer behavior literature, this research adopts a quantitative, cross-sectional design using survey data collected from rural and urban consumers. Mindfulness is conceptualized as present-moment awareness and reflective decision-making, while consumer response is measured through attention, trust, attitude toward advertising, and purchase intention. The data are analyzed using reliability and validity testing, structural equation modeling, and multi-group analysis to compare rural and urban segments. The findings reveal that mindfulness significantly moderates the effectiveness of traditional marketing, with mindful consumers demonstrating more deliberate and critical evaluations of marketing messages. Moreover, notable differences emerge between rural and urban consumers, indicating that contextual and cognitive factors jointly shape marketing effectiveness. The study contributes to marketing theory by integrating mindfulness as a psychological moderator in traditional marketing research and offers practical insights for designing context-sensitive and consumer-centric marketing strategies in both rural and urban markets.

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## **THE MINDFUL STRATEGIST: THE EFFECT OF MINDFULNESS TRAINING ON 'DECISION FATIGUE' AND COGNITIVE FLEXIBILITY IN HIGH-STAKES EXECUTIVE ENVIRONMENTS**

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In the high-velocity VUCA (Volatile, Uncertain, Complex, and Ambiguous) environment of modern business, the primary constraint on organizational effectiveness is no longer information, but executive attention. While traditional leadership literature focuses on skill acquisition, it largely neglects the biological limitations of the decision-making brain. This conceptual paper addresses the phenomenon of "Decision Fatigue", the progressive deterioration of decision quality and self-regulation that occurs after prolonged periods of cognitive exertion. Drawing on the Strength Model of Willpower and the Theory of Ego Depletion, we argue that depleted executives inevitably regress from analytical "System 2" thinking to impulsive or rigid "System 1" processing, often resulting in status quo bias during critical strategic windows.

To counter this, we propose "The Mindful Strategist" framework. We posit that mindfulness training functions as a cognitive resource replenishment mechanism. By reducing the energy leakage caused by rumination and by creating a meta-cognitive gap between stimulus and response ("de-coupling"), mindfulness preserves the neural fuel required for Cognitive Flexibility. We offer a set of testable propositions suggesting that mindful leaders exhibit a slower rate of depletion and superior adaptability in high-stakes contexts. The paper concludes with implications for Human Resource Management, arguing that mindfulness should be rebranded from a "wellness initiative" to a core component of "Cognitive Asset Management," essential for maintaining strategic agility in a complex economy.

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## **EFFICACY OF MINDFULNESS BASED INTERVENTION ON SOCIAL ADJUSTMENT, STRESS AND IMPROVED SELF-ESTEEM AMONG TRANSGENDER TEENS - A CLINICAL TRIAL**

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Young transgender youth often encounter unique experiences of discrimination, unacceptance, bias leading to a social exclusion affecting their intersectional identities to be a functional member of the society. Emerging evidence indicates that mindfulness-based practices may enhance their social adjustment by addressing their stress, low self-esteem and the overall wellbeing. The present study intended to assess the efficacy of mindfulness practices in enhancing social adjustment, reducing stress and improved self-esteem among the Transgender youth by employing a quasi-experimental design, incorporating pretest and post-test measures without a control group in accordance with ethical consideration. A sample of ten transgender youths aged 18–25 years was selected using convenience sampling and assigned to a single intervention group. The participants received six structured sessions of mindfulness-based training, and standardized questionnaires were administered at pre-test and post-test, by employing statistical and machine learning techniques. The results of the study indicate that the mindfulness training had a significant impact in enhancing social adjustment, reducing stress levels and improved self-esteem among the participants.



## TRACK 1B : MINDFULNESS IN ORGANIZATIONAL & WORKPLACE DYNAMICS

### MINDFUL LEADERSHIP: TRUST AND MEANING AS PATHWAYS TO PERFORMANCE

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The frontline human resource is the driving force in hospitality as the employees are required to provide quality services when time is limited and dealing with emotionally compelling experiences. In the research, the relationship between mindfulness among leaders and the performance of the employees is investigated and the hypothesis that trust in the leadership and perceived meaningfulness of work are parallel mediators is tested. Based on the works in mindfulness theory, social exchange theory, and meaning making, we state that mindful leaders are believed to be trustworthy and just and explain the meaning of work, which are combined to improve in role performance. The survey was a cross-sectional multisource survey that was conducted in full-service hotels. The data were gathered among 350 employees who are embedded in 50 supervisors. Leader mindfulness, trust in leadership, and work meaningfulness were reported by the employees and work in role performance rated independently by supervisors. The quality of measurement and construct distinctiveness were checked, and the model was tested through structural equation modelling and bias corrected bootstrapping with five thousand resamples to measure the indirect effects. The relationship between leader mindfulness and trust and meaning of work were positive and that the two mediators had positive relationship within role performance. The indirect benefits of the leader mindfulness on performance were significant in trust and meaning of work, unlike the direct impact, but still positive and consistent with a parallel mediation model. This study believes that considerate leadership in hospitality sector brings about physical performance results in form of complimentary meaning and trust processes. Practically, the findings favour the use of purpose salience in weekly huddles, building trust-building routines, such as open shifting schedules and reliable follow-ups, and mindful micro practices on supervisor development. The conclusions made in the study contain limitations and the possible research directions of the future.

## THE IMPACT OF AI-ASSISTED MINDFULNESS TRAINING ON STRESS REDUCTION AND EMOTIONAL REGULATION

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This study investigates the impact of AI-assisted mindfulness training on stress reduction and emotional regulation among higher education employees, a population frequently exposed to high workloads, rapid task-switching, and technology-driven pressures. Using a qualitative research design, data were collected through in-depth, semi-structured interviews with 45 higher education professionals who participated in a four-week AI-assisted mindfulness program delivered through an adaptive digital platform. Interviews explored participants' perceptions of the program's usefulness, their lived experiences of stress, and the ways in which AI-driven personalization influenced their engagement with mindfulness practices.

Data were analyzed using reflexive thematic analysis, following iterative cycles of coding, categorizing, and theme development. Four key themes emerged. Enhanced Self-Awareness captured how AI-generated prompts and real-time feedback increased participants' ability to recognize stress signals and emotional patterns. Personalized Support and Accessibility reflected the value employees placed on AI's ability to tailor exercises to their needs and integrate mindfulness into busy work routines. Improved Emotional Regulation highlighted participants' reports of greater calm, patience, and adaptability in workplace interactions. Finally, Concerns About Over-Reliance on Technology revealed nuanced reflections on the tension between using AI to support mindfulness and preserving the human and introspective essence of the practice.

Overall, the findings suggest that AI-assisted mindfulness training holds significant promise as a scalable and personalized well-being intervention for higher education employees, while also underscoring the need for mindful integration of technology to avoid dependency and maintain authenticity. The study contributes to emerging discussions on human-AI collaboration in mental health and workplace wellness contexts.

**Keywords:** AI-assisted mindfulness, stress reduction, emotional regulation, thematic analysis, higher education employees, digital mental health, workplace well-being, qualitative research

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## DOES MINDFULNESS MATTER WHEN YOU FEEL HELPLESS? THE COMPENSATORY ROLE OF AWARENESS IN OVERCOMING ECO-PARALYSIS

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Despite unprecedented global awareness of the climate crisis, pro-environmental behavior has not kept pace with environmental concern. A growing body of psychological literature attributes this intention-action gap to eco-paralysis, a state of apathy and behavioral freezing induced by the sheer magnitude of the ecological threat. While dispositional mindfulness has been identified as an antecedent to sustainable consumption, existing research largely focuses on low-effort green purchasing and positive linear trajectories, overlooking how mindfulness functions as a coping mechanism for climate distress. Drawing on the transactional model of stress and coping, this study investigates a moderated mediation model to explain how mindfulness unlocks high-effort circular behaviors. We posit that mindfulness mitigates eco-paralysis, thereby freeing the cognitive resources required for circularity. Furthermore, we examine perceived consumer effectiveness (PCE) as a crucial boundary condition, asking whether the benefits of mindfulness are contingent upon the consumer's belief in their own agency. Data was collected via a cross-sectional survey of 412 Generation Z and Millennial consumers (N=412) and analyzed using Structural Equation Modeling (SEM). The findings reveal that eco-paralysis acts as a significant barrier to circular behavior. However, dispositional mindfulness effectively reduces this paralysis. Crucially, moderation analysis uncovered a compensatory mechanism: the buffering effect of mindfulness on paralysis is significantly stronger for individuals with low PCE. In other words, consumers who feel helpless rely heavily on mindfulness to prevent behavioral shutdown, whereas those with high agency are less dependent on emotional regulation to act. These findings challenge the information deficit model, suggesting that increased awareness without emotional regulation leads to freezing. Theoretically, this extends coping theory into the circular economy context. Practically, it suggests that policymakers and marketers must move beyond fear appeals to integrate agency-building and mindfulness-based resilience strategies to transition consumers from panic to practice.

## MINDFULNESS AT WORK: EXAMINING ITS IMPACT ON EMPLOYEE WELLBEING, ENGAGEMENT, AND PERFORMANCE

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Mindfulness – the practice of present-moment, nonjudgmental awareness – has moved from contemplative traditions into mainstream organizational practice. This paper synthesizes theoretical perspectives and empirical findings on mindfulness as it relates to Human Resources (HR) functions, employee wellbeing, organizational effectiveness and efficiency. Mindfulness has gained considerable attention in organizational research due to its potential to enhance employee wellbeing, engagement, and performance. Mindfulness is examined at three levels: individual (trait and practice), group (team-level mindfulness), and organizational (mindful culture and HR policies). Despite growing interest, the underlying mechanisms linking mindfulness to key work outcomes remain underexplored. This study investigates how mindfulness at work influences employee wellbeing, which in turn affects work engagement and job performance. Drawing on a sample of 500 employees across multiple industries in India, the study tested a serial mediation model where employee wellbeing and work engagement sequentially mediate the relationship between mindfulness and job performance. Data were collected using validated scales: the Mindful Attention Awareness Scale (MAAS), WHO-5 Wellbeing Index, Utrecht Work Engagement Scale (UWES), and supervisor-rated performance measures.

Results from Structural Equation Modelling (SEM) showed that mindfulness is positively associated with wellbeing ( $\beta = .54, p < .001$ ), wellbeing predicts engagement ( $\beta = .53, p < .001$ ), and engagement predicts performance ( $\beta = .54, p < .001$ ). Serial mediation analysis confirmed that wellbeing and engagement together explain a significant portion of the indirect effect of mindfulness on performance. Fit indices indicated excellent model fit (CFI = .96, TLI = .95, RMSEA = .045). These findings suggest that mindfulness enhances wellbeing, which fosters engagement and ultimately leads to better job performance.

**Keywords:** Mindfulness at work, Human Resources, Employee wellbeing, Work engagement, Job performance

## **EFFECT OF NON-RELIGIOUS SPIRITUAL INTERVENTION ON THE PSYCHOLOGICAL WELL-BEING OF CHILDREN AND ADOLESCENTS**

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The paper explores the impact of non-religious spiritual interventions on the psychological well-being of institutionalized children and adolescents. While previous studies have primarily focused on religion-based spirituality, this paper incorporates spiritual practices like mindfulness, expressive arts, and movement therapy. The study was conducted on 41 children in a 20-day (4-week) intervention program over a period of four weeks and followed a pre-test and post-test design using the Stirling Children's Well-being Scale. Findings of this study revealed a significant increase in the positive emotional state but no significant improvement in positive outlook, suggesting short-term emotional improvement but no lasting cognitive change. In a further breakdown, no gender differences were significant, while HIV-affected children revealed more psychological improvements than HIV-unaffected children. Overall, the results revealed that non-religious spiritual interventions may lead to short-term emotional well-being but might need longer, structured interventions to enhance long-term cognitive change, optimism, and meaning-making.

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## **EXPLORING THE INFLUENCE OF TALENT MANAGEMENT ON ORGANIZATIONAL PERFORMANCE: A STUDY OF SELECTED AUTOMOBILE INDUSTRIES IN KRISHNAGIRI DISTRICT, TAMIL NADU, INDIA**

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In order to improve employee performance in Tamil Nadu, India, this study investigates the suitability of talent and performance management in the automotive industry. Primary data was gathered from 258 automobile sector managers in the industry at different levels. Reliability testing, descriptive analysis, cluster analysis, and regression analysis were among the analytical tools used to evaluate how well talent and performance management procedures worked.



## MINDFULNESS IN THE WORKPLACE: A MULTI-LEVEL CONCEPTUAL FRAMEWORK FOR EMPLOYEE WELL-BEING AND ORGANIZATIONAL EFFECTIVENESS

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Contemporary workplaces are marked by rising performance expectations, pervasive digital communication, and hybrid work arrangements, which have intensified employee stress, burnout, and disengagement. Although mindfulness has gained attention as a means of improving employee well-being, existing research remains largely confined to individual-level outcomes, offering limited insight into how mindfulness influences collective and organizational processes. To address this gap, the present study proposes a multi-level, process-oriented conceptual framework that explains how individual mindfulness practices translate into team and organizational outcomes through specific psychological and social mechanisms.

Drawing on mindfulness theory, emotional regulation theory, and the positive organizational behavior perspective, the framework conceptualizes mindfulness as a foundational self-regulatory capability that enhances attention regulation, emotional regulation, empathy, and resilience at the individual level. These resources are proposed to aggregate at the team level through mindful listening and empathetic interactions, fostering psychological safety, effective communication, and collaborative creativity. At the organizational level, mindful individuals and teams are argued to support ethical decision-making, mindful leadership, employee engagement, and long-term organizational effectiveness and sustainability.

By incorporating post-pandemic hybrid work realities, the framework advances workplace mindfulness research beyond outcome-focused explanations toward a mechanism-driven understanding of mindfulness as a collective organizational capability, while offering practical insights for leaders and HR professionals seeking sustainable performance and employee well-being.

**Keywords:** Multi-Level Framework, Positive Organizational Behavior, Employee Well-Being, Organizational Effectiveness, And Mindfulness

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## ORGANIZATIONAL MINDFULNESS IN CORPORATE ENVIRONMENTAL RESPONSIBILITY: A BIBLIOMETRIC ANALYSIS AND FUTURE RESEARCH AGENDA

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The study investigates role of organizational mindfulness (OM) as strategic capability enhancing Corporate Environmental Responsibility (CER). As environmental sustainability becomes authoritative, effective implementation of CER depends on internal organizational capacities rather external compliance. Originating from high-reliability organizations, OM by its five core principles as preoccupation with failure, reluctance to simplify interpretations, sensitivity to operations, commitment to resilience, and deference to expertise provides robust framework for proactive and adaptive environmental stewardship. Despite this synergy, specific pathways through which OM dimensions influence CER outcomes remain underexplored. To address it, this research employ dual-method approach, integrate systematic literature review with a bibliometric analysis of 46 relevant documents from Scopus and Web of Science, processed using RStudio from 2011 to 2025. The findings reveal that OM-CER is an emerging but underdeveloped research area, with scarcity of studies investigating the relationships between these constructs. It identifies leadership, particularly mindful and transformational leadership, as central channel for translating OM into concrete environmental strategies by shaping employee green behavior and reinforcing green corporate identity. The study concludes OM as crucial yet underutilized driver of meaningful CER and provides foundational roadmap for future inquiry, longitudinal, multi-level studies and development of robust, framework for building resilient and sustainable organizations.

## THE MINDFULNESS TRAJECTORY IN HRM: A BIBLIOMETRIC REVIEW OF THEMATIC SHIFTS FROM WELL-BEING TO GREEN HUMAN RESOURCE MANAGEMENT

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**Purpose:** This study conducts a comprehensive bibliometric analysis to map the intellectual structure and thematic evolution of scholarly research on workplace mindfulness within human resource management from 2015 to 2025. It aims to delineate publication trends, identify key contributors, and trace the dynamic progression of research themes over this period.

**Design/Methodology/Approach:** Utilizing a refined corpus of 93 documents from the Scopus database, the research employs performance analysis and science mapping techniques via Bibliometrix R-package and VOSviewer. The methodology includes co-word analysis, thematic mapping, trend analysis, and citation analysis to quantitatively assess the field's landscape.

**Findings:** The analysis reveals a rapidly growing field (annual growth rate of 35.59%) with significant international collaboration (29.03%). The thematic evolution demonstrates a clear trajectory from an initial focus on individual well-being (e.g., stress, mental health) to performance-related outcomes (e.g., work engagement), and more recently, to the strategic emergence of green mindfulness linked to sustainability and Green Human Resource Management. Core motor themes include mindfulness and performance, while basic themes like resilience are identified as underdeveloped.

**Originality/Value:** This paper provides a novel, systematic overview of a dynamically evolving field. It is the first to bibliometric document and conceptualize the pivotal shift of workplace mindfulness research towards sustainability, identifying green mindfulness as a critical new frontier. The study offers a robust foundational map for scholars and outlines a concrete agenda for future research, emphasizing empirical validation, theoretical elaboration, and methodological advancement.

**Practical Implications:** The findings encourage HR practitioners and organizational leaders to strategically integrate mindfulness beyond traditional wellness programs, into leadership development, change management, and specifically, into corporate sustainability initiatives to foster pro-environmental employee behavior.

**Keywords:** Workplace Mindfulness, Bibliometric Analysis, Human Resource Management, Green Mindfulness, Sustainability, Thematic Evolution, VOSviewer.

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## ENHANCING EMPLOYEE PRODUCTIVITY THROUGH MINDFUL WORK PRACTICES

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In today's demanding and fast-paced work environment, employee stress, digital overload, and burnout have emerged as key obstacles to sustainable productivity. This study explores how mindfulness-based work practices can improve employee performance by enhancing focus, emotional balance, and cognitive control. Mindfulness, characterized by purposeful and non-judgmental awareness of the present moment, helps individuals manage workplace pressure, regulate emotions, and sustain attention on complex tasks.

Most existing studies treat mindfulness primarily as a wellness initiative; however, its role as a strategic productivity enabler remains underexplored. This research bridges that gap by establishing a conceptual and analytical link between mindfulness and measurable performance outcomes such as task efficiency, concentration, and engagement.

The study adopts a conceptual-analytical approach, supported by secondary data from peer-reviewed journals, organizational reports (Gallup, 2023; Deloitte, 2022; APA, 2022), and meta-analyses on workplace mindfulness interventions. Comparative analysis of organizations implementing mindfulness-based programs reveals consistent patterns of improved task performance, reduced absenteeism, and higher employee retention. The paper further develops a Mindful Productivity Framework (MPF) that integrates mindfulness principles into management systems and HR practices to enhance operational efficiency.

Evidence suggests that mindfulness can lead to 25–30% improvement in task productivity and significant reduction in cognitive fatigue, contributing to both employee well-being and organizational growth. The study highlights the importance of embedding mindful routines—such as short attention resets, reflective pauses, and focused breathing—into daily work structures. These interventions strengthen resilience, interpersonal communication, and ethical awareness at all organizational levels.

The paper concludes that mindful work practices are not merely tools for stress relief but powerful mechanisms for sustained productivity and long-term organizational excellence.

## **EMBEDDING MINDFULNESS IN HUMAN RESOURCE MANAGEMENT: A CONCEPTUAL AND QUALITATIVE SYNTHESIS OF EMPLOYEE WELL-BEING AND SUSTAINABLE ORGANIZATION**

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Mindfulness has gained increasing attention in organizational research as a platform of advancing employee well-being and quality of work. However, existing research and literature has mainly understood mindfulness as an individual-level capacity often misunderstood with the structural situations under which employees work. This conceptual paper addresses this limitation by examining mindfulness as a result derived from HRM practises and systems. Drawing on Job Demands-Resource theory, Conservation of Resources theory, Self-Determination Theory, and the Sustainable Human Resource Management perspective, this research paper develops an integrative theoretical framework that explains how and what HR practices have an effect on employees' psychological resource and motivation. Adopting a conceptual qualitative methodology, the paper employs a thematic synthesis of prior literature to identify reckoning patterns linking HRM design to mindfulness and employee well-being. The findings showcase that HR practices related to work design, performance management, and resource allocation play a crucial role in constraining mindful engagement. Specifically, HR systems categorised by work augmentation, continuous monitoring, and short-term performance orientation are likely to erode sustained mindfulness, whereas autonomy-supportive and sustainability- oriented HR practices create conditions which are conducive in nature for employee well-being. The paper contributes to HRM and organizational behaviour research by re-allocating mindfulness as a system-level phenomenon embedded within HR architecture rather than as an individual coping mechanism. On integration of pre-established theories and adopting a critical perception, the research enhances conceptual clarity and gives a foundation for upcoming research on mindfulness, HRM systems, and sustainable employee well-being.

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## **TRACK 2A : MINDFULNESS AND VUCA BANI WORLD**

### **EXPLORING THE PAST OF MINDFULNESS RESEARCH TO TRACE THE FUTURE**

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This study has a twofold purpose to provide an overview of mindfulness research in management literature and trace future research directions. It uses the bibliometric review technique to empirically analyze the data on extant literature of mindfulness specific to management available on the Web of Science database. Three hundred fifty-nine articles and 20010 references are analyzed using citation and co-citation analysis. The study results reveal the intellectual structure of the field of research on mindfulness in the management domain. A total of 10 clusters have been identified that relate to different sub-fields of research, thereby contributing to the overall growth of the field to date. The study also identifies the influential articles and authors, along with publications that gained popularity within the domain via citations in a smaller span of time. The network analysis of the topics also reveals the centrality measures, which aid in understanding the overall research network of mindfulness in management. Mindfulness and ethics research has also been discussed. Apart from tracing the evolution of the research on mindfulness in management, directions for future research are also explored.

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### **ROLE OF MINDFULNESS FOR BUILDING AN EXTERNAL MIND FOR GROUP CONSENSUS- A QUASI-EXPERIMENTAL APPROACH**

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The new world signals a shift in power accumulation from individual positions to networks. Such a shift requires collaboration, collective consensus and key skills. The paper addresses this need through analogies in ancient Pali and Sanskrit texts in order to establish the role of dialogue in extending reach to the audience and effectiveness in building the foundations of group consensus. Literature survey on collective mindfulness and systems thinking is reflected upon to establish a gap in research. It then discusses and compares the methods used in co-creation useful in creating such a consensus. In particular, Stafford Beers Team Syntegrity is illustrated and critically examined for its effectiveness in policy making and bringing out a shared vision. We argue that the co-creative process may improve significantly with an explicit “collective mindfulness” intervention.

Results from a quasi-experimental study with 24 students are analysed to understand how such an intervention can improve convergence to a consensus faster. We finally discuss the implications of the study in the field of strategy, education and policy.

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## **“I AM A HUMAN DIARY FOR HER”: NAVIGATING VULNERABILITY DISCLOSURES, RELATIONSHIP QUALITY AND MINDFULNESS AMONG COHABITATING COUPLES**

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The innate human yearning for deep, meaningful bonds with others forms a core aspect of our nature. Sharing emotions and personal facts is known to enhance closeness, several questions remains unexplored. Moreover, not much is known about the vulnerability disclosures and its impact on relationship quality through mindfulness. To address this issue, the present study investigated how cohabitating couples experience vulnerability disclosures and apply mindfulness in their relationship. Six participants were interviewed twice using semi-structured guides. Interpretative phenomenological analysis was employed to explore participants lived experiences and four superordinate themes were identified: human diary, know thyself, culture and emotional regulation. Results depicted expressing vulnerability through fears, insecurities lead to greater intimacy that was strengthened with mindfulness but, on the other half, oversharing during low level of mindfulness lead to feelings of overwhelming tension, emotional exhaustion in the responding partner. Collectively, the findings indicate how interpersonal relationship can be enhanced through empathetic and active listening and in romantic relationships, mindfulness enables partners to attune to each other's emotions. This awareness makes sharing more sensitive and effective whereas, oversharing can overwhelm the responding partner, leading to emotional distress.

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## TRACK 2B : MINDFULNESS AND AI/TECHNOLOGY

### A CONSCIOUSNESS-BASED COLLECTIVE DECISION-MAKING FRAMEWORK FOR THE AI ERA

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In light of the ongoing transformations in our environment and the unprecedented era the humanity currently faces, the future landscape of work, life and decision-making is set to challenge conventional norms. Artificial Intelligence (AI) experts widely acknowledge its relentless progress and pervasive influence on our lives, including its ability to assist human decision-making under time-sensitive, high-stakes situations. Nevertheless, decision-making cannot be entrusted to AI, as its lack of human judgment can result in unethical or compromised outcomes. The future will require moving away from emotions, perceptions, norms, values, beliefs, assumptions and other accepted ways of doing things, including the known decision-making frameworks, suitable for the stable environments of the past. Within this context, the authors of this paper argue that forthcoming leaders must embrace new decision-making approaches by moving away from their self-centred views and cultivating mutually beneficial relationships, both within the organisation and externally with other stakeholders, encompassing broader societal considerations grounded in holistic and fact-based thinking. By examining decision-making in the light of practical wisdom, ethical concerns, shifting environmental conditions, and the concepts of individual and collective consciousness, this paper proposes an innovative decision-making framework rooted in consciousness. We highlight the advantages of integrating diverse perspectives and draw from management, applied psychology, moral philosophy, theoretical biology and biophysics, including the works of philosophers Aristotle, Kolberg, and Krishnamurti, and professor Liljenström. We also draw from Buddhist doctrines on mindfulness. We posit that our framework is built for the future, which will contribute to making more robust, trustworthy, and sustainable choices that will benefit the decision makers, their organisations, customers, society as a whole, and even the planet. This paper is structured under four main sections: introduction, literature review, proposed (theoretical) framework and a conclusion. The implications of the framework and future directions are briefly outlined.

## DIGITAL GATEKEEPERS: HOW ATS DESIGN IMPACTS CANDIDATE SATISFACTION AND HIRING FAIRNESS

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This study investigates how Applicant Tracking Systems (ATS) influence candidate satisfaction, background screening, and perceived fairness within the healthcare, retail, and information technology (IT) sectors. Using a quantitative design, data were collected from 285 job seekers through a structured questionnaire containing five-point Likert-scale items. One-Way ANOVA results showed no significant difference in candidate satisfaction across sectors ( $p = 0.587$ ), indicating that ATS platforms provide a relatively uniform experience regardless of industry. This uniformity may be attributed to standardised application interfaces, similar communication patterns, and consistent workflow designs across modern ATS solutions.

However, perceptions of fairness varied significantly between sectors ( $p = 0.000$ ). Despite technological standardisation, applicants reported differing levels of clarity, transparency, and procedural fairness, likely reflecting industry-specific recruitment norms, job role expectations, and organisational practices. The Chi-Square analysis further revealed a significant relationship between industry type and background screening outcomes ( $p = 0.005$ ), although several low expected cell counts limit the reliability of this finding and call for improved sampling strategies or alternative analytical methods.

Overall, the study concludes that while ATS use promotes consistent satisfaction, it does not eliminate sector-based differences in perceived fairness or screening practices. Tailoring ATS configurations to sector-specific recruitment needs is essential for enhancing transparency and equity in candidate experiences.

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## THE ROLE OF MINDFULNESS PRACTICES IN ENHANCING EMPLOYEE WELL-BEING AND PRODUCTIVITY : AN EMPIRICAL STUDY

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In modern work environments, rising job demands, technological changes, and emotional challenges highlight the importance of prioritising employee well-being while ensuring sustained productivity. Mindfulness-based practices (MBPs) serve as effective strategies for stress management, enhancing attention regulation, and fostering emotional resilience. However, there remains a lack of empirical evidence linking mindfulness to operational productivity. This study investigates the beneficial impacts of mindfulness practices on employee well-being and analyses how this well-being can, in turn, improve productivity, framed within a mediational structural context. The study data were gathered from 330 employees across different knowledge-sector firms in India, specifically in Jaipur, Delhi, Mumbai, and Ahmedabad. Following data processing, we retained a total of 290 valid responses. The concepts of mindfulness, well-being, and productivity were evaluated using established multi-item scales that employed Likert-type measurements. The data analysis utilised PLS-SEM (Smart PLS), incorporating bootstrapping with 5,000 resamples. The measurement model exhibited high reliability, supported by robust composite reliabilities and the establishment of both convergent and discriminant validity. The findings from the structural model confirmed all proposed hypotheses: mindfulness positively influences well-being, well-being enhances productivity, and there exists a direct relationship between mindfulness and productivity. This study provides important insights by illustrating the relationship between mindfulness and productivity, framed within the context of well-being. This approach expands the focus of current research, which has predominantly concentrated on stress reduction and emotional impacts. HR practitioners in knowledge organisations may consider incorporating mindfulness interventions, including micro-practices and guided meditations, into their well-being programs to enhance productivity. The study encounters various limitations, including its cross-sectional design, reliance on self-reported productivity, and a sample restricted to the knowledge sector. Future research ought to embrace longitudinal or experimental designs, incorporate objective performance metrics, and explore moderating boundary conditions, such as job demands.

**Keywords:** Mindfulness, Well-Being, Employee Productivity, Mediation, PLS-SEM

JEL classification: I10, M12, C38

## A SYMBIOTIC FRAMEWORK FOR HUMAN-CENTRIC TECHNOLOGY

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The increasing integration of ubiquitous technology and Artificial Intelligence (AI) presents a critical challenge to human well-being, often fostering digital distraction and cognitive overload. This paper proposes the Mindful AI Framework (MAF), a novel, human-centric strategy that shifts the relationship between technology and mindfulness from adversarial to symbiotic. MAF leverages AI principles, such as Predictive Mindful Scheduling and Context-Aware Interaction Filtering, to proactively manage digital inputs, detect user cognitive states, and intentionally reduce distraction, thereby cultivating user presence. To demonstrate its practical utility, the framework is applied to the Agritech sector, showing how AI-driven optimization distills complex multi-modal data into simple, prescriptive actions. This transition from data overload to actionable insight effectively reduces farmer stress and promotes Operational Mindfulness, leading to enhanced efficiency and more sustainable, resource-respecting agricultural practices. The findings underscore that strategically designed AI can serve as a vital tool to support and augment human cognitive well-being, ensuring technology development aligns with fundamental human values.

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## THE DUAL NATURE OF MATTER THROUGH VIPASSANA MEDITATION AND QUANTUM PHYSICS: A REVIEW

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This paper looks at an interesting connection between two areas that are almost never studied together: Vipassana meditation and quantum physics. Vipassana is an old Indian meditation technique where people carefully observe the sensations in their bodies. By doing this, they begin to see that everything keeps changing and nothing stays the same. It gives a direct, personal way to understand impermanence—the idea that reality is always shifting. Quantum physics, on the other hand, reveals through mathematical models and experiments that matter is fundamentally probabilistic, dynamic, and expressed through wave–particle duality. By placing these two perspectives side by side, this paper suggests that Vipassana can provide a complementary, first-person way of grasping concepts that quantum mechanics describes theoretically. In doing so, we draw on the foundational work of Einstein, de Broglie, Heisenberg, and the Davisson–Germer experiment, and discuss how insights from meditation may support science students and researchers in intuitively understanding quantum principles.

## WHEN ATTENTION WANDERS: MINDFULNESS AS A BOUNDARY CONDITION IN WORKPLACE CYBERLOAFING

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Cyberloafing, which can be defined as the use of internet by employees to do things other than work at the expense of work, has become a major issue in contemporary workplaces that are digital. Though it is true that previous studies have extensively studied cyberloafing in terms of organizational control, stress, and job attitudes, there has been a weak focus on the cognitive and attentional mechanisms that lead to the occurrence of the behavior. In this theoretical paper, a combination of mindfulness theory and the literature on cyberloafing is presented in order to introduce a new conceptual framework of how both dispositional and state mindfulness contribute to workplace cyberloafing in terms of attentional and self-regulatory processes. Based on attention restoration, ego depletion, and neurocognitive views, the framework theorizes mindfulness as a boundary condition that changes the cognitive reaction of employees to digital distractions. In particular, mindfulness is suggested to improve attentional control, emotional regulation, and metacognitive awareness and decrease impulsive involvement in work-irrelevant internet use. It is not the assumption of the model that all cyberloafing is dysfunctional, but instead it is an acceptance that there can be adaptive and restorative digital practices when conscious awareness allows intentional and purposeful online use. Eight propositional hypotheses are put forward, indicating that the various aspects of mindfulness awareness of the present moment, non-judgmental attention, and self-regulation are differentially linked with different types of cyberloafing in work settings. The major contribution of this integrative framework to organizational psychology is that it explains the attentional and self-regulatory mechanisms in which mindfulness works in digitally-saturated workplaces. It also adds to the existing body of literature on digital behavior at the workplace by providing both theoretical and practical knowledge on employee self-control in the digital era. The model also has significant implications of organizational intervention, which suggests that mindfulness-based interventions can be used as effective methods of minimizing maladaptive cyberloafing and increasing healthy and more meaningful technology use in the workplace.

## RESEARCH REVIEW ON AI BANKING BOTS AND ANTHROPOMORPHISM

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The rapid adoption of artificial intelligence (AI) in financial services has positioned AI-enabled chatbots as a core channel for customer interaction in banking. These conversational agents increasingly incorporate anthropomorphic design cues—such as humanlike language, avatars, and adaptive behaviors—to enhance engagement, improve compliance with banking procedures, and elevate perceived interaction quality. This systematic literature review (SLR) synthesizes academic and industry evidence on the impact of anthropomorphic AI chatbots in banking, with a focus on customer

compliance, interaction quality, user experience (UX), and trust. Drawing on theoretical frameworks such as the Computers Are Social Actors (CASA) paradigm and Social Response Theory (Nass & Moon, 2000; Reeves & Nass, 1996), we review studies and reports published between 2008 and 2024. The findings suggest that moderate and context-appropriate anthropomorphism can strengthen trust, increase adherence to banking guidance (e.g., security prompts, KYC procedures, repayment reminders), and improve satisfaction. However, excessive or poorly aligned anthropomorphism can elicit skepticism, reduce perceived authenticity, and raise ethical concerns. We propose an integrative

conceptual model for banking chatbots, identify key mediators and moderators, highlight industry benchmarks and governance practices, and outline research gaps and directions for future work.

Keywords: AI-enabled chatbots, banking, anthropomorphism, customer compliance, user experience, trust, interaction quality, CASA, Social Response Theory

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## DUAL IMPACT OF ARTIFICIAL INTELLIGENCE ON EMPLOYEES' WORK AND LIFE WELL-BEING

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The dual nature of AI implementation and its effects has created a confused state of mind in people integrated with AI. So this negative thought process needs to be cleared so that AI implementation does not create resistance and anxiety among the people. While there are several studies, but very few which address how to train people's mind about the 2 apprehensiveness and anxiousness about AI integration into their work and supporting human-AI collaboration. Also there is very less work done in terms of AI efficacy affecting career success, engagement and psychological safety with psychological needs satisfaction and workplace loneliness as the mediator and technostress and culture as the moderator.

## MINDFULNESS IN CNC MACHINE SERVICE FUNCTIONS

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In modern manufacturing environments, Computer Numerical Control (CNC) machines are critical to achieving precision, productivity, and consistency. Despite high levels of automation, the effective functioning of CNC systems remains highly dependent on human expertise, particularly CNC service engineers responsible for installation, maintenance, troubleshooting, and repair. These engineers operate in cognitively demanding, time-pressured, and safety-critical environments, where high mental workload and stress increase the likelihood of human error, service inefficiencies, and safety incidents.

Mindfulness, defined as purposeful and non-judgmental awareness of the present moment, has emerged as a valuable psychological capability in high-reliability and organizational contexts. This conceptual research paper examines the relevance and application of mindfulness in CNC machine service functions performed by engineers. Drawing on interdisciplinary literature from mindfulness research, industrial psychology, human factors engineering, and safety management, the study explores how mindfulness influences cognitive load regulation, decision-making accuracy, emotional regulation, safety awareness, and service quality.

The paper integrates cognitive load theory, self-regulation theory, and mindful organizing theory to develop a comprehensive theoretical framework explaining the mechanisms through which mindfulness supports effective CNC service operations. Using a structured literature review methodology, the study synthesizes empirical findings from technical and safety-critical domains. The analysis indicates that mindfulness can reduce mental fatigue, enhance sustained attention, improve decision-making under pressure, and strengthen safety compliance among service engineers. Furthermore, mindfulness contributes to improved emotional well-being, professional resilience, and service reliability.

The paper concludes by discussing managerial, training, and safety implications for CNC service organizations and outlining directions for future empirical research. By positioning mindfulness as a human-centred capability, this study contributes to emerging discourse on mindfulness in industrial service engineering.

Keywords:

Mindfulness; CNC machine service; service engineers; cognitive load; decision-making; safety performance; industrial psychology

## ROLE OF MINDFULNESS IN ADOPTION OF GEN AI BY EDUCATORS IN HIGHER EDUCATION: A VIEWPOINT

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Continuous advancements in technology has led to emergence of Generative Artificial Intelligence (GenAI), which has led to transformations in every sector. Due to numerous benefits provided by these tools, different sectors are integrating them in their functioning and the education sector is not behind. But there are different concerns that impede its adoption and further smooth integration. The concept of mindfulness has been earlier used to cope up with changing times and could now be applied in the era of GenAI. Although, the research in the area of mindfulness or GenAI in higher education is not a new phenomenon. However, the integration of both is something which has not been much highlighted in prior literature. This study provides the foundation for the juncture between mindfulness and GenAI adoption and usage by educators. It provides a ground for thought on how mindfulness can play a crucial role in reducing the technostress and resistance to change. Also, it highlights the role of mindfulness in enhancing creativity and trust. This study offers valuable guidance for policymakers by highlighting the potential role of mindfulness training in supporting educators' responsible and effective use of GenAI in educational contexts. The foundation laid by this study would help the future researchers to test these relationships empirically. Also, further studies can be conducted by examining the experiences of the educators by employing qualitative techniques.

**Keywords** - Mindfulness, Generative Artificial Intelligence, Mindful Educators, Higher Education

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## BEYOND PAY AND PROMOTIONS: UNDERSTANDING WHY IT PROFESSIONALS LEAVE AND HOW MINDFULNESS MATTERS

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Employee turnover has emerged as a significant challenge in the Information Technology (IT) industry, fuelled by intense competition, rapid technological advancements, and escalating work pressures. The present thematic study examined the factors influencing turnover intentions among IT professionals and identified organisational and job-related factors as key determinants of employees' intentions to leave their organisations. While these findings offer valuable insights into the structural and work-related challenges faced by IT professionals, the researchers contend that an important psychological dimension remains insufficiently explored. Specifically, mindfulness is proposed as a potential psychological resource that may enable employees to cope more effectively with workplace stressors, regulate emotional responses, and maintain sustained engagement with their organisations. Integrating mindfulness with organisational and job-related factors may therefore provide a more comprehensive understanding of turnover intentions and inform strategies aimed at enhancing employee retention in the IT industry. Exploring mindfulness alongside organisational and job-related factors may therefore offer a more holistic understanding of turnover intentions and contribute to strategies aimed at improving employee retention in the IT industry.

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## **AI ASSISTED MINDFULNESS AND FOCUSED LEARNING IN HIGHER EDUCATION- THE ROLE OF MINDFUL ATTENTION IN MANAGING THE COGNITIVE LOAD**

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Artificial Intelligence (AI) in the 21st century has impacted every nook and corner of human life. It has been integrated in all sectors and in many areas, it has upgraded the human life. One of the such field is mindfulness. Emergence of AI-assisted mindfulness tools with the intention of supporting learners' attention and cognitive well-being with the educational technologies had grown significantly. Studies had been done on the investigating the mindfulness and the learning outcomes independently, but AI-assisted mindfulness influence on student focus and cognitive load based empirical study is limited. The present study tries to explore the relationship between AI-assisted mindfulness tool usage, mindful attention, student focus, and cognitive load in higher education learning environments. The objectives of the study are:

- To study the relevance between AI assisted mindfulness tools and attention span of students of higher education
- To analyse the relationship between attention span & focus of the students and AI assisted mindfulness tools
- To examine if mindful attention influence the students cognitive load in learning environments

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## IMPACT OF METACOGNITIVE BREAK ON COGNITIVE PERFORMANCE

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In a time where individuals in high-pressure environments are constantly made to perform optimally, cognitive resources need to be regulated efficiently to enhance results. Overtime, studies have explored the effect of mindfulness based interventions to regulate an individual's cognitive functioning, but have failed to incorporate effective interventions in everyday activities. This study explores the impact of brief metacognitive breaks on cognitive performance. The two-part study aimed at integrating mindfulness and metacognitive strategies to assess its impact on executive function, memory and metacognitive-awareness. Study 1 (n=40), was a 3-session lab-based experiment which measured outcomes through the Wisconsin Card Sorting Inspired Task, Metacognitive Awareness Inventory and comprehension tasks. Study 2 (n=24) assessed the effectiveness of administering metacognitive interventions on undergraduate students over the course of three weeks between class lectures, using similar psychological measures. Experimental groups were administered metacognitive interventions while the control listened to a science-fiction audiobook. Findings across both studies suggests that while executive functioning may improve over time, metacognitive intervention does not enhance memory consolidation or metacognitive awareness. The findings offer meaningful insights into the potential application of short metacognitive breaks within classrooms, learning, and work settings to enhance attention, self regulation, and overall performance.

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## THE ROLE OF ARTIFICIAL INTELLIGENCE(AI) AND MINDFULNESS IN SHAPING INVESTOR BEHAVIOR AND FINANCIAL INCLUSION OUTCOMES

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Investment decision-making in contemporary financial markets is increasingly shaped by the convergence of intelligent technologies and behavioral self-regulation. This study examines how the integration of Artificial Intelligence (AI)-enabled investment systems and mindfulness-based cognitive practices influence investor behavior and supports broader financial inclusion. AI-powered platforms, including automated advisory models and algorithmic risk assessment tools, have redefined investment access by simplifying complex financial processes, reducing participation costs, and extending market access to previously marginalized investor groups.

Simultaneously, mindfulness—understood as sustained attentiveness and emotional awareness—plays a critical role in enhancing judgment under uncertainty. Mindfulness-oriented approaches enable investors to recognize emotional triggers, manage stress-related reactions, and engage in more reflective financial decision-making. This behavioral capacity is particularly relevant in mitigating biases such as herding behavior, excessive risk aversion, and short-termism.

The study proposes a conceptual framework in which AI delivers analytical efficiency and informational transparency, while mindfulness strengthens behavioral discipline and long-term orientation. The interaction of these elements fosters more consistent, informed, and responsible investment behavior. Furthermore, this combined approach holds significant implications for financial inclusion, as accessible AI interfaces lower structural barriers, while mindfulness interventions build confidence and psychological readiness among novice investors.

By integrating technological innovation with behavioral awareness, this research contributes a human-centered perspective to the evolving discourse on digital finance, investor behavior, and inclusive economic participation



## TRACK 3A : MINDFULNESS AND SUSTAINABILITY

### EXPLORING THE ROLE OF GREEN MINDFULNESS IN PROMOTING GREEN ORGANIZATIONAL CITIZENSHIP BEHAVIOUR AMONG INDIAN EMPLOYEES: A MODERATED - MEDIATION APPROACH

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Along the zeitgeist of increasing need for research on connecting psychological mechanisms with that of pro-environmental workplace behaviour, this particular study attempts to explore how Green Mindfulness impacts Green Organizational Citizenship Behaviour in organizations. Although, a few empirical studies have highlighted the significance of mindfulness in nurturing sustainable actions, there has been a dearth of research studies examining both the psychological dimensions and contextual parameters in explaining the role of mindfulness in augmenting voluntary green behaviours at work.

Using Social Exchange Theory and Self-Determination theory as background, the study attempts to explore the effect of Green Mindfulness on Green Organizational Citizenship Behaviour, while considering Green Self-Efficacy as a mediator and Green Organizational Culture as a moderator in the aforementioned relationship.

The data has been collected from employees belonging to service sector organizations in India by administering standardized questionnaires. The researchers have employed snowball sampling technique and collected valid responses from 326 respondents. To examine the proposed research framework and hypothesized relationship, PLS-SEM was implemented through SmartPLS4.1.1. The findings of the present study denoted a significant effect of Green Mindfulness on Green Organizational Citizenship Behaviour. Further analysis of the data demonstrated a partial mediating role of Green Self-Efficacy in the relationship between Green Mindfulness & Green Organizational Citizenship Behaviour. Additionally Green Organizational Culture as a moderator in the present study, strengthened the existent relationship of Green Mindfulness with that of Green Organizational Citizenship Behaviour.

The findings of the study demonstrated how the employees' mindfulness & their self-efficacy led to the occurrence of Green Organizational Citizenship Behaviour at the workplace. Along with that it also supported the role of Organizational Culture in igniting the sense of environment-centric voluntary behaviour among employees. The significance of this study highlighted the understanding of the psychological and contextual dimensions that link mindfulness and Green Organizational Citizenship Behaviour. Hence, the study may offer practical insights to organizations regarding fostering of sustainability practices through employees' mindfulness.

## ROLE OF MINDFULNESS IN ADDRESSING SOCIAL FRAGMENTATION AND MODERN STRESS: AN SDG-ALIGNED PERSPECTIVE

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Urban India is increasingly marked by social fragmentation and psychological stress, reflecting a growing disconnection from community, cultural meaning, and selfhood. These conditions raise critical concerns for sustainable development, particularly in relation to SDG 3.4 (promotion of mental health and well-being), SDG 4.7 (education for ethical, cultural, and sustainable development), and SDG 11.3 (inclusive and socially sustainable urbanization). This conceptual paper argues that Indian philosophical traditions offer a mindfulness-based framework for understanding and addressing these challenges. Drawing on Upanishadic, yogic, and Buddhist thought, the study examines classical notions of mindfulness (smriti) and meditative awareness (dhyana) as practices of attentive presence and witness-consciousness (sakshi). The Upanishadic doctrine of Atman–Brahman affirms an underlying unity beyond apparent diversity, while yogic philosophy emphasizes viveka (discernment) and vairagya (non-attachment) as means of moderating reactivity and suffering. Buddhist accounts further situate mindfulness within an ethical orientation grounded in compassion. Collectively, these traditions conceptualize mindfulness as an ethical and relational mode of being rather than a purely therapeutic technique. The paper contends that such a philosophical understanding reframes urban stress as a disruption of relational and ethical connectedness, offering culturally grounded pathways toward social cohesion, mental well-being, and sustainable urban life.

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## PRACTICING MINDFULNESS THROUGH MITHILA ART

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Mindfulness is usually discussed through structured techniques, psychological frameworks, or formal meditation practices in contemporary times. Moving beyond traditional practices, this paper takes a different route by engaging with Mithila (Madhubani) art as an everyday cultural practice through which mindful awareness can emerge naturally and unforcedly. Practised for generations in the Mithila region of India, this art form draws heavily on the world around the artist. Everyday life, nature, local environments, mythological stories, and social relationships are observed, re-created, and reimagined through creativity and imagination.

Mithila art involves sustainable practices in each step from preparing base, drawing and colouring. Rather than requiring deliberate instruction to be mindful, awareness unfolds through doing—through looking closely, repeating lines, choosing colours, and allowing narratives to take visual form. Mithila art is very flexible and gives individuals personal space to express themselves through their own creativity. It uses language of shared culture and meanings.

This article is an attempt to broaden conversations around mindful practices beyond traditional meditative practices. Locating mindfulness around indigenous art form reflects culturally rooted creative practices that can quietly cultivate presence, attentiveness, and reflective awareness in ways that feel accessible, meaningful, and deeply connected to everyday life.

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## **BRIDGING EASTERN MINDFULNESS TRADITIONS AND WESTERN ETHICAL LEADERSHIP MODELS: A GLOBAL KNOWLEDGE SYSTEMS PERSPECTIVE**

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**Background:** The contemporary business environment needs a management philosophy that goes beyond the traditional Western pattern to accommodate the needs of global stakeholders in the ever-growing multicultural world<sup>2</sup>. Conceptual and practical integration of Eastern wisdom traditions-Hindu and Buddhist philosophies- and Western ethical leadership paradigms through the prism of Global Knowledge Systems (GKS) 3333.+2

**Methods:** This study involves a synthesis of existing theoretical works and a review of 156 primary sources, 23 of which belong to classical Hindu and Buddhist texts. The methodology is based on standardized procedures of theoretical development in the management literature that uses the axial and selective coding to extract five key bridging mechanisms that feed into a new conceptual framework called Mindful Ethical Leadership (MEL).

**Results:** Integration dynamics According to mathematical modeling, the synergistic coupling of these traditions yields better results than each of them separately to the extent that the leadership approach would be holistic and responsive to the needs of a globalized environment today

**Conclusions:** The synergistic coupling of the two traditions yields better results than each of them separately to the extent that the leadership approach would be holistic and responsive to the demands of the globalized world today. The results offer a guide on how to apply MEL at the personal, organizational and social levels.

## TRACK 3B : MINDFULNESS AND MARKETING

### IS THERE BARRIERS FOR CONSUMERS' WILLINGNESS AND MINDFUL PRACTISES TOWARDS REPAIR – A REVIEW

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In the current circumstances consumer involvement and participation towards repair and habits towards restoration or servicing are shaped by dominant perceptions among consumers. The act of mindful purchase and consumption among Indian consumers' is always very strong, especially towards product quality, safety, performance and product lifespan, especially in electronic products. Majority of the survey and research shows that consumers' care about sustainability while purchasing and consumption but smaller group of consumers' act consistently towards sustainability. Where, the mindful consumers' prioritise durability, longevity, less consumption and proper disposal of electronic products. This behaviour and answers less environmental impact. But researches indicates that Sustainable choice among consumers' tend to be short term over long-term consideration. Consumers' inclination towards replacement have become more prominent than reuse or repair. This article brings out the reviews related to the barriers of mindful consumers' towards diminishing Repair practises. 274 articles and journals are reviewed to identify the structural barriers among consumers'. In which PRISMA flow diagram illustrates the sound structure and the concepts relevant towards consumer repair barrier. It is identified that mindful Repair practice among consumers' were shaped by various components like product, design and ecosystem, market, dynamic and service, reliability, availability of spare parts and the components at reasonable price last, but not least the fear of time consumption during repair services, theft of data, warranty and the price difference between repair and replacement. The included records are reflected in the methodological approach to enhance the study. The major mindful Repair practises are addressed in the research through references. Thus, the study addresses factors contributing towards consumer willingness and mindful practises towards repair.

## MINDFULNESS-DRIVEN GREEN PURCHASING: A BIBLIOMETRIC REVIEW FOR SUSTAINABLE MARKETING AND POLICY

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**Purpose:** Mindful consumption and sustainable consumption practices have gained prominence due to escalated environmental concerns and a rise in global attention. At the same time, the consumption patterns are shaping consumer purchase intention are in turn shaping companies' strategy. However, the number of studies on each construct individually has risen rapidly. Despite this, fewer studies analyze these constructs together. Hence, the current study endeavors to do a bibliometric analysis to better understand the key constructs in the nexus and uncover development patterns, contributions, and emerging research areas.

**Design/ methodology/approach:** The study adopted bibliometric analysis to analyse 781 documents from Scopus database. The period considered was from 2001 to 2025. The data was analysed using bibliometrix R-package and Vos viewer. The study highlighted intellectual structure, network analysis, and keyword analysis, as well as highlighted research gaps and suggested future directions.

**Findings:** The study aids in understanding the research stream in terms of emerging trends and prominent contributors and studies the interconnections between them. Further, the keyword analysis revealed five theme-based clusters. These clusters and suggested prospective would help future researchers extend the field and add value to the domain.

**Originality value:** The research has analysed mindful consumption and sustainable consumption within the framework of green purchase intention through literature analysis, identified five clusters, and further suggested future directions, as there is no other bibliometric study that analyses these three constructs together.

**Keywords:** Mindfulness consumption, Sustainable consumption, Green purchase Intention, Consumer Behaviour, Sustainability

## UNVEILING THE RELATIONSHIP BETWEEN MINDFULNESS AND SALES JOB PERFORMANCE MEDIATED BY COMMITMENT TOWARDS CUSTOMERS AND PROFESSION

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In modern workplaces, especially in high-stress jobs like sales, mindfulness has become a psychological trait. This research distinctly builds a relationship between mindfulness, sales job performance, and commitment. The study seeks to expand the theoretical frameworks of mindfulness while offering practical insights for sales professionals to enhance their job performance. Few studies have examined mindfulness in the context of salespeople. A distinguished gap in the literature is that existing descriptive evidence indicates personality traits or characteristics may be employed to assess sales job performance. However, prior research has primarily focused on mindfulness practices in hospitals, clinical settings, educational institutions, and other areas concerning mindfulness and commitment. To fill this gap, we surveyed 260 salespeople in Andhra Pradesh, both in banking and non-banking sectors. We used PLS-SEM and SPSS to test the proposed mediating model and analyse the data. We found that mindfulness significantly influences sales job performance and validates a mediating effect of commitment to customers and commitment to profession (CC and CF). Mindfulness significantly predicts sales performance ( $\beta = 0.445$ ,  $p < .001$ ) and customer commitment ( $\beta = 0.561$ ,  $p < .001$ ), which mediates effects on professional commitment ( $\beta = 0.674$ ) and performance. The novelty of this study is to create a new way for salespeople to deal with stress and pressure at work by using mindfulness practices. Referring to the study findings, recommendations were provided to the sales representatives, policy makers and marketing practitioners.

**Keywords:** Mindfulness, Sales job performance, Commitment to profession,, Commitment to customers, COR Theory.

## CONSUMER SPENDING IN THE SPIRITUAL WELLNESS INDUSTRY: THE ROLE OF MINDFULNESS AS A MODERATING VARIABLE

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The exponential growth of the spiritual wellness industry indicates a growing consumer demand for inner serenity, overall well being and mindful living. To understand the influences of consumers willingness to spend in this area has become an important aspect of research as spiritual wellness products have become more easily available. The current study positions mindfulness as a moderating variable and examines how Brand Equity, Spirituality Factors, Sustainability Factors, and Packaging & Service Quality affect consumer's willingness to spend on spiritual wellness products. The existing research proposes that mindful people are more aware of spiritual and sustainability related values. A conceptual framework is constructed in which the relationships between spirituality and sustainability with willingness to spend is moderated by mindfulness. Data for the study is collected through a structured questionnaire using established measurement scales from existing literature, in addition to modified Mindful Attention Awareness Scale (MAAS) items. The study uses quantitative analytical methods to examine six hypotheses that look at both direct and moderating effects. This study adds to the growing awareness on spiritual consumerism and mindful marketing.

**Keywords:** Mindfulness, Consumer Behaviour, Spiritual wellness, Brand Equity, Spirituality Sustainability

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## REDUCING ONLINE FASHION IMPULSE BUYING THROUGH MINDFULNESS: EVIDENCE FROM A PLS-SEM APPROACH

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The rapid growth of online fashion retail has significantly increased consumers' exposure to persuasive digital stimuli, thereby intensifying impulse buying behavior. While prior research has largely focused on external drivers such as website design and promotional strategies, limited attention has been paid to internal psychological mechanisms that help consumers regulate impulsive purchasing. This study examines the role of mindfulness in reducing online fashion impulse buying behavior, with self-control and susceptibility to promotional cues serving as mediating variables. Grounded in Self-Regulation Theory and the Stimulus-Organism-Response framework, the study adopts a quantitative, cross-sectional research design.

Data were collected from 50 online fashion shoppers in India using a structured questionnaire. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed to test the proposed model. The findings reveal that mindfulness has a significant negative effect on online fashion impulse buying and a positive effect on self-control, while also reducing consumers' susceptibility to promotional cues. Both self-control and susceptibility to promotional cues were found to mediate the relationship between mindfulness and impulse buying behavior. The study contributes to consumer behavior literature by highlighting mindfulness as a critical self-regulatory resource in online fashion retail and offers actionable implications for retailers, policymakers, and consumer well-being initiatives.

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## **TRANSFORMING DISTRUST INTO REFLECTIVE ENGAGEMENT: A MINDFULNESS-BASED FRAMEWORK TO COUNTER GREEN SKEPTICISM**

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The growing prevalence of green skepticism—consumers' disbelief and distrust toward sustainability claims—poses a critical challenge to adopt sustainable consumption behaviour. While prior research has examined the causes and consequences of skepticism, the psychological mechanisms that could mitigate its effects remain largely unexplored. Drawing upon mindfulness theory, this paper conceptualizes mindfulness as a self-regulatory moderator that can transform defensive skepticism into reflective discernment and trustful engagement. Based on a systematic and conceptually driven review of the literature on green skepticism and mindfulness, the study integrates insights from sustainable consumption, consumer psychology, and ethical decision-making. Using the ADO framework (Antecedents–Decisions–Outcomes), it synthesizes existing findings on green skepticism. Drawing on this a Triadic conceptual framework integrating Mindfulness Mechanism comprising awareness, temperance, and care has been proposed. These dimensions jointly moderate the cognitive, affective, and moral effects of green skepticism—reducing automatic distrust, balancing emotional cynicism, and fostering compassion and openness toward evaluation of authentic sustainability communication.

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## TRACK 4A : MINDFULNESS AND ETHICS & GOVERNANCE

### MINDFULNESS AS A FOUNDATION FOR ETHICAL AND VALUE BASED GOVERNANCE

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In India today, government officials face a vast number of rules and regulations meant to keep them honest. Yet corruption persists, and many officials simply seem to be going through the motions. This suggests that external checks alone aren't enough – rules often enforce compliance only through fear or pressure rather than genuine commitment to doing the right thing. For real, lasting change we need an “inside-out” approach, where ethics come from within. Instead of relying solely on rules, officials should choose to act honestly out of genuine conviction, not just obligation. Mindfulness training – through ancient practices like Vipassana meditation or modern courses offered by the Art of Living and the Isha Foundation – can foster this inner transformation. By practicing mindfulness, leaders learn to “see things as they truly are.”

This practice can even reshape the brain, helping them stay calm under stress and make better decisions.

We look at real-world examples to see this in action. India's new Mission Karmayogi aims to turn ordinary “karmacharis” (employees) into true “karmayogis” – dedicated servants of the people.

These cases suggest that mindful officials develop a deeper sense of responsibility and are far less likely to cheat or ignore the public's needs. Ultimately, mindfulness may provide the “inner foundation” India needs to reach its goal of becoming a fully developed nation by 2047 (often called “Viksit Bharat”). By making integrity a habit of the mind rather than just a rule in a book, we can build a government that truly serves everyone.

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## THE MINDFUL LEADER SILENCE–INNOVATION FEEDBACK LOOP: A SELF-REINFORCING MODEL OF INCLUSIVE DECISION-MAKING

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**Purpose:** This conceptual paper develops the Mindful Leader Silence–Innovation Feedback Loop to explain how leaders’ intentional relational silence (i.e., deliberate pauses and withholding immediate evaluative input) can build and sustain inclusive decision-making and team innovation over time.

**Design/methodology/approach:** Drawing on research on workplace silence and voice, inclusive leadership, team information elaboration, procedural justice, and decision implementation, we integrate these literatures to theorise a recursive, interaction-based system in which leader micro-behaviours shape team participation patterns and subsequent outcomes.

**Conceptual model:** The framework specifies a five-stage reinforcing cycle—mindful leader silence → employee input and inclusion → knowledge synthesis (integration of viewpoints) → decision effectiveness (decision quality and execution) → team innovative behavior (improvements that are novel and useful to the team)—with successful outcomes strengthening leader credibility and reinforcing leaders’ continued reliance on mindful silence and facilitative engagement.

**Implications:** The model reframes leadership silence as an active, prosocial behaviour that lowers interpersonal risk, widens participation, and improves the depth of collective sensemaking. By clarifying the mechanisms through which inclusion translates into both better choices and stronger follow-through, the framework extends mindfulness-in-leadership research beyond linear effects to a temporal, systems perspective. Practically, it highlights low-cost micro-practices for leaders (e.g., timed pauses, structured participation, visible acknowledgement of input, and post-decision reflection) while emphasising that inclusion-oriented deliberation can impose time, coordination, and conflict-management costs that teams must plan for.

**Boundary conditions:** We theorise that crisis urgency and severe time pressure, high power distance and rigid hierarchy, and chronically low psychological safety may weaken or reverse the loop by suppressing input, constraining integration, or undermining implementation.

**Keywords:** mindful leader silence; relational silence; inclusion; knowledge synthesis; decision effectiveness; team innovative behaviour.

## ORGANIZATIONAL MINDFULNESS FOR CRISIS HUMAN RESOURCE MANAGEMENT: CASE STUDY ON AIR INDIA FLIGHT AI-171

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This case study has been drafted to analyze the catastrophic breakdown of Human Resource (HR) governance after the crashing of Air India Flight 171 on June 12, 2025. In understanding the case, the immediate cause of the disaster which resulted in 260 fatalities was due to operational reasons. The case study depicts and focuses on HR leadership's profound incapacity and decisions that were taken in a state of mindlessness which displayed the inadequacy and lack of training of the HR team in managing sudden organizational chaos, represented by the reactive deflection decisions instead of strategic containment. The key findings and published theory revealed a systemic collapse across: (1) Strategic Governance, evidenced by, the blame-shifting to the international MRO (Maintenance, Repair, and Overhaul) partners, where vendor safety audits were neglected due to geopolitical and commercial pressures; (2) Organizational Justice, where Air India attempted to commodify the grief of the families of the deceased, by offering the interim compensation of ₹25 Lakhs legally tethered to non-disclosure agreements to mitigate legal liability along with the interactional injustice of mishandling victim remains. Furthermore, the HR leadership who got overwhelmed by the media trials of the disorder, resorted to "performative accountability" which tarnished the (3) Internal Culture, represented by the firing of subsidiary executives for social gatherings and the interrogation of a deceased pilot's relative to prevent accountability. Noting down all these findings we reach the conclusion that modern HR must evolve the administrative support function to include strategic crisis management to be capable of maintaining mindfulness amidst extreme instability to prevent systemic collapses.

**Keywords:** Organizational Mindfulness, High Reliability Organizations (HRO), Crisis Human Resource Management (CHRM), Organizational Justice, Strategic HRM, Air India Flight 171.

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## TRACK 4B 1 : MINDFULNESS IN FINANCE AND OPERATIONS

### WORKING PROFESSIONAL WOMEN: FINANCIAL MINDFULNESS & BEHAVIOR

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Mindful financial behaviour and healthy financial management are critical aspects of financial health and economic empowerment of individual. However, research has shown that financial awareness, active involvement in matters associated with managing personal finances for the purpose of wealth creation has been found to be lacking in women populace in general. In this context, the aim of the present study is to explore and investigate themes associated with personal finance management by working women India. Using qualitative approach, conducted interviews of women professionals for data collection.

From the findings of the study, 6 themes emerged which shed light on the aspects of finance management by working women. Further analysis highlights the financial mindfulness and their associated personal financial behaviours. The study also offers insights which opens up for future research in this area.

**Keywords:** Personal Finance, Financial Behavior, Financial Mindfulness; Healthy Financial Management

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### FINANCIAL MINDFULNESS AND INCLUSION: ENHANCING FINANCIAL WELL-BEING AT THE BOTTOM OF THE PYRAMID

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Despite advancements in financial inclusion, improvements in financial well-being among Bottom-of-the-Pyramid (BoP) populations remain inconsistent. Although access to accounts and digital payments has expanded, numerous low-income households continue to experience financial stress and over-indebtedness. This disparity between access and empowerment necessitates an understanding of the behavioral mechanisms influencing financial service engagement.



Theoretically, this study contributes to the emerging discourse on CBDC adoption by empirically validating behavioural determinants and their mediating mechanisms in an Indian context. Practically, the results emphasize the need for policymakers and financial institutions to strengthen public trust, enhance usability through user-centric design, and expand digital literacy initiatives to maximize the inclusion potential of the eRupee. Limitations related to sample size, cross-sectional design, and geographic focus suggest directions for future research, including longitudinal studies, rural population analysis, and cross-country comparisons.

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## **MINDFULNESS MATTER IN DIVESTITURE DECISIONS : A REVIEW OF PROFITABILITY AND MARKET VALUATION IN INDIAN LISTED FIRMS**

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Corporate divestitures have become a significant restructuring strategy for Indian listed firms aiming to improve financial performance, market valuation, and liquidity in a competitive and dynamically changing economic environment. While numerous studies highlight the impact of divestitures on profitability and shareholder wealth, limited attention has been given to the managerial cognition and behavioral factors that influence restructuring outcomes. This research adopts a qualitative, literature-based methodology to synthesize theoretical and empirical evidence on how divestitures affect profitability, market valuation, and liquidity. The study integrates Agency Theory, the Resource-Based View, and the focus hypothesis with emerging mindfulness perspectives in corporate finance. Findings indicate that divestitures are most effective when driven by strategic clarity, governance discipline, and mindful decision-making, as mindfulness helps reduce cognitive biases that delay or distort divestiture execution. Evidence suggests that firms experience immediate liquidity and valuation improvements, while long-term outcomes depend on reinvestment decisions and industry context. The study identifies notable gaps in India-specific liquidity research and the near absence of mindfulness as a moderating variable in divestiture studies. By bridging mindfulness with financial restructuring, this research contributes a novel lens to understanding how mindful evaluation and timing can shape the financial health of Indian listed firms post-divestiture.

**Keywords:** Corporate Divestiture ,Mindfulness, Profitability

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## TRACK 4B 2 : MINDFULNESS IN FINANCE AND OPERATIONS

### EFFECT OF MINDFUL ORGANISATIONAL CULTURE ON PRODUCTIVITY

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In present business era, organisations are indulge to self for the quest of growth, success and achieve the maximum in minimum efforts and cost. However, many of them failed to understand the right approach to get success and growth. In any organization, employees are key asset drivers that lead organisational performance. Corporate employees spent a large proportion of their productive time at workplace, although, unpleasant organisational climate decrease employees positivity and productivity at workplace which results in absenteeism and low engagement. Hence, it is important to provide them an user friendly work environment to encourage employee engagement which results in organisational performance and success. A weak organisational climate with lack of leadership, poor communication, faulty decision making process, poorly designed workstations negativity effect employees work engagement which is harmful for the organisation and employees as well. Hence, in order to lead high productivity, it is importantto create a healthy organisational climate where leaders motivate employees to be more creative, increase participation in decisionmaking, follow a good channel communication, sense of being heard and valued, appropriate appreciation on work and improved work station facilities for employees comfort and mental wellbeing. The mindfulness in organisational climate helps employees to be more engaged and enable them to accomplish more challenging tasks, eventually leads higher employee performance.This review study aims to explore and understand the effect of mindful practices for organisation climate and employee productivity. Hence, for the purpose of this study, 27 articles of latest 10 years (2014-2025) have been reviewed. A review of 27 Google Scholar papers concludes that interest in the topic of employee engagement with their work and its impact has increased considerably in recent years and will continue to be a lucrative area for academic research in the future

**Keywords:** Mindfulness, Organisational Climate, Employee Job Engagement, employees Productivity

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## FINANCIAL MINDFULNESS AS A TOOL FOR SUSTAINABLE SPENDING: INSIGHTS FROM GENERATION Z

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Sustainable spending has gained prominence as societies confront environmental degradation, climate change, and ethical concerns related to consumption. Generation Z, as an emerging group, is often characterized by heightened environmental awareness and social responsibility; however, their spending behaviors frequently reflect inconsistencies between their attitudes and actions. Mindfulness, defined as present-moment awareness and intentional decision-making, has been proposed as a psychological mechanism that may promote sustainable spending. This literature review synthesizes existing research on mindfulness, sustainable spending, and the behavioural attitude of Generation Z towards spending. It examines theoretical foundations, empirical findings, and mediating variables, and proposes a research methodology for future studies. The review identifies significant gaps in the existing literature by examining Gen Z spending behavior through the variables of peer pressure, attitudinal factors, purchasing power, and the influence of social media.

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## COGNITIVE DISPOSITIONS AND SUSTAINABLE FINANCE: WHETHER TIME ORIENTATION AND EQUANIMITY TRANSLATE INTO SUSTAINABLE INVESTMENT INTENTION AMIDST GREENWASHING CLAIMS?

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### **Purpose:**

This study examines how cognitive dispositions influence sustainable investment intention by focusing on the interplay between equanimity, temporal orientation, greenwashing perception, and risk tolerance in the context of a sustainable economy.





In contrast, distress and failure are main features of post-restructuring decision discipline, financial strain and liquidation. Using theory from behavioural finance and corporate analysis after the restructuring, this research offers rich multi-level empirical evidence that disciplined decision-making is the main mechanism connecting mindfulness to sustainable financial resilience. The findings not only enhance the behavior finance literature but also offer useful advice to practitioners, corporate decision-makers, and governments in managing high-pressure and unpredictable financial situations.

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## MINDFUL FINANCIAL STRATEGIES FOR COMPETITIVE RETAIL OPERATIONS

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This study examines how mindful decision-making can improve financial and operational performance in competitive retail supply chains facing demand uncertainty. A two-echelon system is considered in which a supplier and competing retailers make interdependent pricing, ordering, and financial decisions. Retail demand is stochastic and price-sensitive, creating financial exposure when inventory decisions are misaligned with market conditions. Two operational timing scenarios are analyzed based on the alignment between sales cycles and payment settlements. A non-cooperative decision framework is used to capture strategic interactions and risk-aware behavior. Analytical results and numerical illustrations demonstrate how mindful adjustment of financial and operational parameters enhances profitability while reducing exposure to adverse outcomes. The findings highlight the importance of awareness, timing, and balance in decision-making for resilient and sustainable retail operations.

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## EMBRACING DIVERSITY FOR PROSPERITY: LGBTQIA+ INCLUSION AT THE LALIT AND ITS IMPACT ON GROWTH

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In a breakthrough accomplishment, The LaLit Suri Hospitality Group (The LaLiT) became the world's first hotel chain to secure International Gay and Lesbian Travel Association (IGLTA) accreditation in 2024 and thereby reinforcing its status as a global pioneer in LGBTQIA+ inclusion (ETHospitalityWorld, 2024). This case analyzes The LaLiT's commitment to LGBTQIA+ inclusion as a strategic tool for organizational growth, employer branding and societal impact. LGBTQIA+ community fosters greater imagination, adaptability and positive outcomes that are essential for long-term success. The Lalit demonstrated outstanding commitment for LGBTQIA+ inclusivity through endorsing various initiatives like recruiting transgender employees, giving protection to same-sex couples and making secure spaces like the Kiity Su Club, under the leadership of Kesav Suri (Executive Director at The LaLiT). The case looks more closely at how inclusive policies are put into action, what happens as a result, and how they might help businesses in India, where the legal and social environment is always changing. The case also shows the problems and challenges that LGBTQIA+ people have at work, such as being bullied, burnout or uncomfortable in the workplace. The case aims to highlight how embedding diversity, equity, and inclusion (DEI) within organizational culture can act as a catalyst for innovation and profitability in the hospitality industry by fostering LGBTQIA+ values and emphasizing the necessity of both legislative and social reforms to create truly inclusive working environments.

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## THEME 5B MINDFULNESS AND GLOBAL KNOWLEDGE SYSTEMS

### A STUDY OF THE EFFECTS OF PRACTICING DHAMMANAVA'S PATH TO ENLIGHTENMENT ON LIFE SATISFACTION AND COPING WITH SUFFERING.

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This study examines the "Dhammanava's Path to Enlightenment" (DPE), a new mindfulness intervention integrating Buddhist principles with modern psychological understanding. A quantitative study was conducted with 904 participants from Thailand who completed DPE training. Participants completed pre- and post-intervention assessments using 5-point Likert scales measuring overall life satisfaction and confidence in coping with suffering. The intervention consists of two accessible steps: recollection of the Triple Gems (Buddha, Dhamma, Sangha) and emotional awareness practice ("Greeting the Emotions"). Paired t-tests revealed significant improvements in both outcomes ( $p < 0.01$ ). Life satisfaction scores increased from 2.06 to 3.97 ( $t = 48.79$ ), while coping confidence rose from 1.79 to 3.99 ( $t = 54.13$ ). ANOVA analysis showed no significant differences based on practice duration, suggesting early accessibility of benefits. The DPE approach demonstrates significant effectiveness in enhancing life satisfaction and coping abilities across diverse populations regardless of practice duration. Its integration into daily activities addresses common barriers to mindfulness practice, making it a valuable addition to existing mindfulness interventions for improving psychological well-being.

### EXPLORING MINDFULNESS IN SRI AUROBINDO'S THOUGHT: THE CONTEXT OF INDIAN KNOWLEDGE SYSTEMS (IKS)

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Mindfulness, a modern usage implying a conscious being has often been termed as smriti (memory) in Indian Knowledge Systems (IKS). The practices such as ekagrata, dhyana, samadhi and more are one point definition of the term mindfulness but it has much broader connotations. A number of phenomena of mindfulness may be achieved through attainment of spirituality and spiritual practices. Sri Aurobindo explores a traditional version of mindfulness which can be found in his work on Integral Yoga. He writes extensively on attainment of a Divine Life, Yoga, Veda, Gita and more. He calls for a self-culture in India and advises the west for a conscious borrowing of Indian knowledge free from judgments and beyond.

For Aurobindo, being mindful is only the first step towards knowledge. Ordinarily, human beings perform work in their lives according to their power/positions/ desires and more. Meditation or Sadhana in Yoga provides a Sadhak a certain sense of upgradation towards inheriting spiritual capacities. A silence of mind brings in Ananda or pleasure. Indian Knowledge Systems, an initiative of the National Education Policy 2020 needs to be included as academically significant field in order to find answers to the questions of the past in the contemporary times.

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## **SCIENTIFIC MAPPING OF MINDFUL PARENTING THROUGH THE PRISM OF BIBLIOSHINY**

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Mindful parenting - a non-judgmental, non-reactive, compassionate, and child centered interaction, serves as a foundation that ignites children's social behaviour and suppresses their internalizing and externalizing behaviours. Surprisingly, the research related to mindfulness and mindful parenting began in 2003. Even after two decades, the scientific mapping outlining structural connections and thematic research patterns stating current research trends and gaps, recognition of prolific authors, journals, institutions and countries, scientific collaboration patterns, trend topics, and co-occurrence of keywords remained unexplored. Hence, the present study employed bibliometric analysis to cover the theme progress and foresee its future trend. The present study collates 348 journal articles and review papers sourced from 170 different journals, indexed in the Scopus database. Scientific mapping and visualization are conducted through Biblioshiny embedded in R studio and VOSviewer software. The findings along with highlights the saga of key research patterns and trends, explores the possibilities of future scope within the theme.

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## **FROM HOMEMAKERS TO BUSINESSWOMEN: HOW MINDFULNESS SHAPES ENTREPRENEURIAL JOURNEYS**

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In recent years, a growing number of Indian homemakers have shown strong entrepreneurial aspirations. This change is largely fuelled by the need for financial independence, personal identity, and a better balance between home and work. Many women are now stepping beyond traditional domestic boundaries to take on business ventures of their own. This study explores the major factors that drive this transformation, focusing on self-esteem, digital access, financial resources, and the desire for economic freedom. Drawing on Maslow's Hierarchy of Needs, data were collected from 113 homemakers through a structured survey.

Descriptive research methods and regression analysis were applied to identify the key predictors of entrepreneurial intention. The findings reveal that self-esteem and access to digital tools are the most influential factors encouraging entrepreneurship. Digital platforms, online networks, and psychological empowerment have emerged as strong enablers that help women overcome long-standing social and emotional barriers. In contrast, financial concerns and traditional stay-at-home motivations show a weaker impact. Overall, the study highlights the need for initiatives that build digital skills, boost confidence, and promote financial inclusion. The shift from homemaker to entrepreneur is not merely economic it represents personal growth, empowerment, and a quiet movement toward equality in the digital age.

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## **LEADING FROM WITHIN: EXPLORING THE IMPACT OF MINDFULNESS PRACTICES ON WOMEN'S LEADERSHIP EXPERIENCES**

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In contemporary organizational contexts, women leaders face heightened expectations related to emotional regulation, ethical conduct, and relational effectiveness, often alongside structural and cultural constraints. Mindfulness practices have increasingly been proposed as a resource to support leadership effectiveness and well-being; however, limited research has explored how women leaders subjectively experience mindfulness and integrate it into their personal and professional lives. This qualitative study explores the lived experiences of women in leadership roles who have undergone mindfulness training or practices and examines how mindfulness shapes their leadership behavior, ethical orientation, interpersonal relationships, and self-concept. Data were collected through 15 semi-structured, in-depth interviews with women leaders across diverse organizational contexts who had participated in formal or informal mindfulness programs. Using a three-level thematic coding approach (open, axial, and selective coding), the findings reveal that mindfulness functions as an internal leadership resource that enhances emotional self-regulation, ethical clarity, relational sensitivity, and purpose-driven leadership. The study contributes to women leadership literature by positioning mindfulness as a processual mechanism that enables women leaders to navigate emotional labour, ethical dilemmas, and relational complexities more consciously and sustainably. Implications for leadership development, organizational practice, and future research are discussed.

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## TEACHING MINDFULNESS IN JAPAN: NEGOTIATING PEDAGOGY WITHIN SOCIOCULTURAL FRAMEWORKS

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This study examines the general pedagogical strategies employed by mindfulness instructors in Japan, with particular attention to Japan's sociocultural dynamics. In recent decades, mindfulness, originally an ancient religious practice, has been transformed into psychological interventions and wellness programs in Western countries. These programs have subsequently been reintroduced to various Asian countries. Implementing such programs across diverse cultural settings is challenging. This study investigates mindfulness-based programs in Japan, including Western and local programs, analyzing whether and how they are adapted or designed to align with the Japanese context. Through document analysis, field observations, and semi-structured interviews, the study explores the practical challenges encountered during implementation of these programs and the solutions developed. The results indicate that Japan initially adopted Western programs but gradually modified them and developed original programs catering to Japanese participants. The findings reveal that instructors employ multiple interconnected strategies, including context and culture-specific adaptations, adjustments in communication styles, management of group dynamics, and clarification on meditation and religion. Overall, Japanese mindfulness programs, regardless of their origin, share some common pedagogical strategies.

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## MINDFULNESS-BASED PATHWAYS TO ACADEMIC ENGAGEMENT AND REDUCED PROCRASTINATION

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**Purpose** It is through Self-regulation Theory that this study tries to identify the relation among mindfulness, academic engagement, and academic procrastination in universities. **Design/Methodology/Approach:** Quantitative research along with survey method will be used for an undergraduate and postgraduate student convenience sample. Structural equation modelling is used for hypothesis testing. **Findings** It is proposed that this paper will support that mindfulness is positively related to academic engagement and negatively related to procrastination which consequently results in students' achievement. **Practical Implications** Mindfulness-based interventions will likely help students develop greater self-control, resilience and determination that can create less procrastination and more academic engagement and performance. These issues can help educators as well as counsellors develop targeted student support programs. **Originality/Value** The present research offers a unique contribution to the integration of mindfulness with key motivational and behavioral factors and the elucidation of the role of self-regulation theory in the link between these factors and academic outcomes.

## THEME 6A MINDFULNESS AND EDUCATION

### MEASURING THE IMPACT OF EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD) ON SUSTAINABLE BEHAVIOUR AMONG STUDENTS: A MEDIATING ROLE OF MINDFULNESS

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This paper's goal is to provide a realistic-integrative model for comprehending the connection between student behaviour (SBS) and education for sustainable development (ESD). The study also looks into how mindfulness among students (MAS) influences the relationship. The data was collected from 252 professors and students from Indian universities and institutions. The study adopted partial least square structural equation modeling (PLS-SEM) method and reflective-formative Type-II statistical model to analyze the data. ESD is a formative-higher order construct (HOC) with three lower order constructs (LOCs) i.e., strategy, academics, and administration of higher educational institutions (HEIs) to understand the holistic views of ESD nuances. All the proposed hypotheses in the model were accepted, except for the academics and administration's role in forming ESD in HEIs. The results also reveal that the MAS is partially mediating the direct relationship between ESD and SBS. The suggested realistic-integrative model can be used by the related stakeholders, including the Institutes Board of Studies, AICTE, UGC, and the Higher Education Department of Government, to create a guideline-provision intervention that will promote ESD and sustainable behaviour. This study represents a novel attempt to develop a realistic-integrative model for stakeholders to improve the sustainable behaviour of the students. Additionally, the model reveals the critical role that mindfulness traits might play in attaining sustained development. Additionally, the research advances theory and practice equally.

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### ESTABLISHING EMOTIONAL INTELLIGENCE (EI) AND MINDFULNESS (MI) CENTRES IN INDIAN EDUCATIONAL INSTITUTIONS: A STRATEGIC MODEL FOR HOLISTIC LEARNING

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The paper addresses the urgent need to integrate structured emotional and mental well-being systems within India's higher education framework. India's vast student population faces a silent epidemic of psychological distress, manifested in anxiety, depression, and alarmingly high suicide rates. Despite increasing awareness, institutional support for mental wellness remains fragmented and inadequate.

The study proposes the establishment of dedicated EI and MI Centres as proactive, preventive frameworks that complement academic learning with socio-emotional development, aligning with the holistic vision of the National Education Policy (NEP) 2020. Employing a mixed-methods approach, the research draws on quantitative data from student surveys and qualitative insights from educators across Karnataka. The findings reveal high academic stress, limited coping mechanisms, and strong institutional willingness hindered by lack of resources and structured models. Synthesizing global and Indian best practices, the paper introduces a five-stage Application-Based Model (ABM) to institutionalize EI and MI Centres. The model progresses through stakeholder readiness, faculty training, curriculum integration, student engagement, and evaluation for sustainability. The study concludes that embedding EI and MI into institutional culture is not a peripheral wellness initiative but a strategic imperative for nurturing emotionally resilient, socially conscious, and high-performing graduates. It calls for policy-level integration, faculty development, and digital scalability to transform Indian campuses into compassionate, future-ready learning ecosystems.

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## APPLICATION OF MINDFULNESS IN EDUCATION IN VIETNAM

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Researchers around the world have examined and confirmed the positive effects of mindfulness on both physical and mental well-being. In the field of education, mindfulness has been shown to help students manage stress in challenging situations and maintain focus during learning activities. It not only reduces stress experienced by students but also promotes improvements in their mental, emotional, and physical health. In today's increasingly high-pressure educational environment, both teachers and students are facing unprecedented levels of stress. Research indicates that the prevalence of anxiety symptoms among primary and secondary school teachers in Vietnam has reached 42.4%, reflecting a serious mental-health concern within the profession (Tran et al., 2021). Among students, psychological distress has also risen sharply. According to UNICEF Viet Nam (2018), 8% to 29% of children and adolescents nationwide struggle with mental-health challenges, while approximately 26.3% exhibit symptoms consistent with depression (VnExpress, 2022). These figures underscore the urgent need for supportive, evidence-based interventions—such as mindfulness practices—to enhance emotional resilience and overall well-being in school contexts. Mindfulness has thus become increasingly popular worldwide due to the wide range of benefits it offers, particularly its effectiveness in reducing stress among both teachers and students.

In recent years, several schools in Vietnam have begun integrating mindfulness into their teaching and learning activities. This article presents an overview of a number of representative schools currently applying mindfulness in Vietnam and, based on these cases, identifies key directions in which mindfulness is being implemented across Vietnamese educational settings.

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## **MINDFULNESS PRACTICE AS A SELF-STUDY STRATEGY: A CASE STUDY IN HIGHER EDUCATION**

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Independent self-study constitutes a substantial component of learning in higher education; however, many students struggle to sustain attention, manage academic stress, and connect daily study practices with long-term academic and career aspirations. Prevailing approaches to self-study often prioritize efficiency and productivity, overlooking the psychological and emotional dimensions of learning. This qualitative case study examines mindfulness practice as a self-study strategy, reframing independent learning as a holistic process that integrates focus, resilience, and well-being.

A six-week intervention was conducted with three focus groups of undergraduate students (8–10 participants per group). The program introduced mindfulness practices tailored to self-study, including breath awareness before study sessions, mindful scheduling of study blocks, reflective journaling, and peer reflection circles. Qualitative data were collected through individual and group reflections and analyzed using thematic analysis.

The findings indicate that mindfulness practice strengthened attention regulation, enhanced emotional well-being, promoted academic resilience, and supported greater alignment between study practices and career aspirations. Participants reported improved concentration, reduced anxiety, and increased intrinsic motivation.

This study positions mindfulness practice not merely as a wellness intervention but as a pedagogical innovation in higher education. Embedding mindfulness into self-study strategies may support the development of academically capable, emotionally resilient, and future-ready learners.

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## IMPOSTER SYNDROME AND GRIT AMONG UNIVERSITY STUDENTS: USING MEDIATION MODEL

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Imposter syndrome is a psychological pattern of self-doubt in great achievers who struggle to absorb their successes, have unjustified and ongoing self-doubt, and worry about being exposed as a liar or imposter. It describes an individual who is high achieving yet fails to recognize their success as being earned, but instead attributes it to external factors such as networking, luck, timing, lowering standards, and their charm. This study aimed to (1) find out the association between imposter syndrome and grit and (2) to access the mediating role of fear of failure between imposter syndrome and grit. This study used a quantitative research design correlational in nature. Clance Imposter phenomenon scale (Pauline Rose Clance, 1985) , Short Grit Scale (Duckworth & Quinn, 2009) and Performance Failure Appraisal Inventory (David E. Conroy, 2003) were being used in the study as tools for data collection. As a sample total 100 university students aged between 18-25 years ( $23.40 \pm 2.30$ ) from central university of Gaya and Patliputra University Patna were recruited through random sampling method. The correlation analysis showed that imposter syndrome was negatively correlated with grit ( $r = -.485^{**}$   $p < .01$ ) and the mediation analysis shows that fear of failure significantly fully mediates the relationship between imposter syndrome and grit ( $R^2 = .877$ ,  $p < .001$ ). This study is helpful in fulfilling the theoretical knowledge regarding imposter syndrome as well as identifying fostering factors which promotes the positivism and self confidence in the students and planning of intervention plan for the upliftment of mental wellbeing and self-confidence. Key words: Imposter syndrome, grit, fear of failure and university students.

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## **THEME 6B MINDFULNESS AND HEALTH, ETHICS AND GOVERNANCE**

### **EXAMINING THE IMPACT OF MINDFULNESS ON DIVERSITY, EQUITY AND INCLUSION: A SMART-PLS STRUCTURAL MODEL**

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Mindfulness has increasingly been linked to pro-social attitudes and reduced bias in organizational settings (Kabat-Zinn, 2003; Glomb et al., 2011). However, its direct influence on Diversity, Equity and Inclusion (DEI) outcomes has not been sufficiently examined through structural modeling. In this study, mindfulness is treated as the independent variable, while diversity acceptance, equity perception, and inclusion behavior are the dependent variables. Using a quantitative research design, data will be collected through a standardized questionnaire from professionals in academic and corporate institutions. A SMART-PLS structural equation model will be employed to evaluate the measurement and structural relationships, along with reliability and validity assessments (Hair et al., 2019). Prior research suggests that mindfulness enhances empathy, reduces stereotyping, and improves interpersonal sensitivity (Good et al., 2016), which form the basis for the present hypotheses. The study is expected to confirm that higher levels of mindfulness significantly predict positive DEI outcomes by fostering equitable decision-making, respect for individual differences, and inclusive interactions. The findings will add to existing literature by integrating psychological well-being with DEI practices and demonstrating the relevance of mindfulness-based interventions. Practical implications for HR managers, educators, and policymakers are highlighted, and directions for future research are proposed.

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### **ORGANIZATIONAL MINDFULNESS IN CORPORATE ENVIRONMENTAL RESPONSIBILITY: A BIBLIOMETRIC ANALYSIS AND FUTURE RESEARCH AGENDA**

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The study investigates role of organizational mindfulness (OM) as strategic capability enhancing Corporate Environmental Responsibility (CER). As environmental sustainability becomes authoritative, effective implementation of CER depends on internal organizational capacities rather external compliance.

Originating from high-reliability organizations, OM by its five core principles as preoccupation with failure, reluctance to simplify interpretations, sensitivity to operations, commitment to resilience, and deference to expertise provides robust framework for proactive and adaptive environmental stewardship. Despite this synergy, specific pathways through which OM dimensions influence CER outcomes remain underexplored. To address it, this research employ dual-method approach, integrate systematic literature review with a bibliometric analysis of 46 relevant documents from Scopus and Web of Science, processed using RStudio from 2011 to 2025. The findings reveal that OM-CER is an emerging but underdeveloped research area, with scarcity of studies investigating the relationships between these constructs. It identifies leadership, particularly mindful and transformational leadership, as central channel for translating OM into concrete environmental strategies by shaping employee green behavior and reinforcing green corporate identity. The study concludes OM as crucial yet underutilized driver of meaningful CER and provides foundational roadmap for future inquiry, longitudinal, multi-level studies and development of robust, framework for building resilient and sustainable organizations

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## **MINDFULNESS AND WELLBEING AS DRIVERS OF SUSTAINABLE BEHAVIOUR: EXAMINING MEDIATORS, MODERATORS AND HUMAN DEVELOPMENT INDEX**

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This study explores the direct and indirect effects of mindfulness on sustainable behaviour, taking well-being, nature connectedness and empathy as mediating variables. The study also looks into the moderating role of demographic factors like age and gender on the relationship between mindfulness, well-being, nature connectedness and sustainability. Regarding secondary data analysis, Human Development index (HDI) and Wellness Index (WI) is selected as independent variables and Sustainability index (Ecological foot print) as dependent variable, for a period of 1991-2023. Partial least square structural equation modelling using Smart PLS is applied for primary data analysis and the results shows that indirect effect of mindfulness is more significant than direct effect. Mindfulness significantly affects well-being which in turn predicts nature connectedness, leading to sustainable behaviour. The direct role of mindfulness with sustainable behaviour is weak, highlighting the pivotal role of psychological and emotional factors. Gender moderately influences the link between nature connectedness and sustainable behaviour, while age doesn't show any significant moderating effect.

The secondary analysis using OLS regression, reveals that HDI positively influence sustainability by 61.9% and WI contributes to 8.9%. However, their interaction effect is negative (-.166) suggesting that marginal benefit of HDI on sustainability decreases as WI increases. The study will be of high relevance for policy makers in framing psychological and cognitive orientation programs among individuals.

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## **DEVELOPING INTEGRATED MINDFULNESS INDEX THROUGH LINGUISTIC AND VISUAL ANALYTICS IN BUSINESS EDUCATION**

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The integration of mindfulness within business education has emerged as a strategic response to the growing mental health challenges faced by students' competitive academic environments. This study seeks to understand how mindfulness-based curriculum enhances business students' learning outcomes and well-being through the integration of Artificial Intelligence (AI)-based assessment tools. The study includes students' self-reported reflections on pre- and post-course experiences and visual submissions of yoga asanas compiled as photo collages. The Natural Language Processing (NLP) technique is applied to students' written reflections using a researcher-developed Emotional Valence Dictionary (EVD), which contains over 200 empirically derived positive as well as negative terms compiled through systematic inclusion and exclusion criteria. Linguistic Mindfulness Index (LMI) measures changes in emotional tone and linguistic pattern that reflect mindfulness growth pre- and post-intervention of the mindfulness course. The visual submissions (photo collages of yoga asanas) are evaluated using deep learning algorithms to analyze students' yoga posture accuracy, balance, and expressions. Visual Mindfulness Index (VMI) derived from pose alignment and affective expression. These linguistic and visual mindfulness indexes are integrated into a composite dataset to provide a multidimensional assessment of mindfulness. This study expected to contribute to the emerging field of AI-integrated educational evaluation.

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## **TRANSFORMATIVE MINDFULNESS AS A CULTURAL RESET IN ADVOCACY SYSTEMS**

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Advocacy systems in emerging economies, including law firms and professional legal networks, experience a lot of stress because of globalization, client expectations and inflexible organizational hierarchies. Lawyers in India usually operate under high-pressure environments marked by long working hours, emotional strain and reduced collegiality that contributes to burnout, presenteeism and moral fatigue. Despite improvements in technology and advancements, human-centric challenges are still mostly neglected. Within this context, positive psychology provides a valuable framework that complements mindfulness by focusing on individual strengths, optimism, and psychological resilience rather than merely managing stress or dysfunction. It emphasizes cultivating well-being, purpose, and compassion—qualities essential for sustaining ethical performance and emotional balance in demanding legal environments. When integrated with mindfulness practices, positive psychology helps reorient advocacy systems toward a culture of empathy, self-awareness, and collective growth, fostering workplaces that are not only productive but also psychologically nourishing.

Beyond managing personal stress, mindfulness—a conscious, nonjudgmental awareness of the current moment provides a conceptual foundation for positive psychology that leads to organizational change. This perspective paper argues that mindfulness can serve as a cultural reset within advocacy systems promoting humane resilient and ethical workplaces. By incorporating mindfulness into leadership programs, organizational policies and advocacy systems can foster psychological safety, enhance collegial relationships and improve decision-making in high pressure settings.

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## **MINDFULNESS WITH WEARABLE EEG IN WORLD LEADERS: INSIGHTS FROM THEMATIC ANALYSIS AND SYSTEM MODELING**

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Wearable electroencephalography (EEG) technologies are gaining recognition not only for clinical and research applications but also for enhancing stress regulation, self-harmony, and interpersonal empathy. These qualities are particularly relevant to political leaders, who operate under intense stress and scrutiny. This study investigated the perceived adoption drivers of wearable EEG among political leaders using semi-structured interviews with 15 social service professionals familiar with leadership wellness and technology adoption. Thematic analysis revealed three clusters of adoption drivers:

(1) health-related (stress regulation, fatigue detection, sleep optimization), (2) performance-related (neurofeedback for attention, emotional balance, and crisis composure), and (3) symbolic (projecting innovation, discipline, and science-informed governance). A system-level adoption model was developed using Vensim to capture reinforcing and balancing feedback loops among these drivers. Findings suggest that EEG wearables may serve as both functional and performance tools for resilience and symbolic markers of progressive leadership.

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## **PRODUCING PRODUCTS AS (RAMA) AND POSITIONING AS (KRISHNA) EMBEDDED WITH MINDFULNESS, MORAL VALUES, ETHICS, AND GOVERNANCE TOWARDS A \$40 TRILLION BHARAT**

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India's transition toward a \$40 Trillion Bharat necessitates a paradigm shift that transcends conventional growth-centric management models and embraces a synthesis of mindfulness, moral values, ethics, governance, and advanced technologies. This paper proposes an integrated conceptual framework titled "Producing Products as (RAMA) and Positioning as (KRISHNA)", wherein internal production systems and external market strategies are harmonised through behavioural science and value-based management principles. The RAMA dimension represents internal value engineering grounded in discipline, process integrity, cost optimisation, waste reduction, and mindful execution. In contrast, the KRISHNA dimension signifies external value analysis focused on empathetic communication, strategic positioning, market adaptability, and global engagement. Together, they form a continuous, ethically governed value cycle that aligns operational excellence with societal expectations.

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## **MINDFULNESS AS A HUMAN RESOURCE LENS IN THE GIG ECONOMY: AN OPINION ON FLEXIBLE WORK, JOB SATISFACTION, AND CAREER GROWTH**

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The gig economy has transformed traditional employment work with flexible work arrangements and platform-mediated employment, by challenging standardized Human Resource frameworks in stable organizational relationships. This opinion paper argues that flexibility alone does not guarantee positive work experiences; rather, mindfulness determines whether flexibility becomes a resource for sustainable career growth or a source of precarity and strain. Taking mindfulness as a human-centered HR lens, understood as present-moment awareness combined with thoughtful response, this paper examines how gig workers differ in their ability to use flexibility meaningfully.

From an HR perspective, this paper contends that many platform-based work arrangements reflect “mindless HR”, where efficiency-driven systems overlook workers’ lived experiences, psychological well-being, and career sense-making.

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## **LEVERAGING ARTIFICIAL INTELLIGENCE TO ENHANCE ESG DISCLOSURE QUALITY IN INDIAN BANKS: ETHICAL, GOVERNANCE, AND SUSTAINABILITY IMPLICATIONS**

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Environmental, Social, and Governance (ESG) disclosures are essential for ensuring transparency in corporate sustainability practices. In Indian banks, the adoption of Artificial Intelligence (AI) tools, such as machine learning, natural language processing (NLP), and predictive analytics, is enhancing the quality of ESG reporting. This study explores how AI can improve ESG disclosures in Indian banks, with a focus on data accuracy, transparency, and timeliness, while also addressing governance and ethical considerations. A systematic literature review (SLR) was conducted, analyzing studies published after 2020 on AI applications in ESG disclosure. The findings suggest that AI tools significantly enhance ESG reporting by improving data integrity, reducing greenwashing risks, and enabling real-time reporting.

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## **CREATIVE SELF-EFFICACY AND SELF-REGULATION: A BIBLIOMETRIC AND THEMATIC ANALYSIS**

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The study of creative self-efficacy is a major area of research in the field of organisational behaviour, which is useful for understanding the creative abilities of employees through mindfulness. Creative self-efficacy is useful in generating creative outcomes at the organization level, which has been recognised as a key psychological determinant of innovative performance in organisations. Mindfulness, which involves being aware of the present moment without judgment and regulating emotions, serves as a foundation of creative self-efficacy. To address this fragmentation, the study proposes a comprehensive bibliometric analysis for understanding the thematic evolution and theoretical foundations of creative self-efficacy in the field of organisational behaviour using Vosviewer and BiblioShiny software. This quantitative analysis also categorises the underexplored relationship between creative self-efficacy and mindfulness.



## **MINDFULNESS OF GOVERNANCE THROUGH ARTIFICIAL INTELLIGENCE, UNLOCKING TRANSFORMATION OF INDUSTRIES EFFICIENCIES AND SHAPING ENTERPRISE PRIORITIES UNDER HUMAN RESOURCE PERSPECTIVE- A STUDY**

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Artificial intelligence is rapidly becoming the invisible infrastructure of civilization, shaping economies; redefining warfare, influencing culture, and altering how state project power. As AI redraws global hierarchies, India has an unprecedented opportunity to shape not only markets and platforms, but also values, rules and ethical norms. In recent years, India has demonstrated how technology can be deployed as a public good. Digital public infrastructure- universal digital identity, instant payments and affordable connectivity-has transformed governance and inclusion at massive scale.

Artificial intelligence may be transforming industries and unlocking efficiencies. If growth and revenue often dominates corporate agendas, the AI at work offered a timely reality checks. As organization adopts AI to accelerate operations they must also confront the vulnerabilities and ethical risks that come with it. Modern workflows, particularly those built on large-data models and generative systems, demanded continuous vigilance. Containment emerged as a practical strategy for risk control. In sectors where operations bridge the digital and the physical, such as energy and logistics- AI helps mitigate non digital risks. Both the physical and cyber domains demand equal attention. Geographically, AI is fast emerging as a new arena of competition, comparable to nuclear technology or space exploration in earlier eras. Rather than viewing AI solely as a tool of dominance, India frames it as a shared resource for human progress.

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## THEME 7A MINDFULNESS IN FINANCE AND OPERATIONS

### UNDERSTANDING THE DYNAMICS OF MINDFUL CONSUMPTION IN SOCIAL COMMERCE: A FUZZY DEMATEL STUDY

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Social media-based shopping, popularly known as social commerce, is significantly shaping the consumption choices. This study aims to investigate the factors that shape mindful consumption in social commerce platforms. Using a Fuzzy DEMATEL (F-DEMATEL) technique, the study, by leveraging literature review and experts' opinions, identified and validated 8 key factors affecting mindful consumption in social commerce. The study reveals that electronic word of mouth (e-wom), peer influence, and social norms are significant to mindful consumption in social commerce platforms. These findings help companies to develop effective strategies and policies for mindful marketing and engage consumers responsibly in promoting mindful consumption behaviors.

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### IMPACT OF MINDFULNESS ON INVESTOR DECISION-MAKING: A BEHAVIORAL FINANCE PERSPECTIVE

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Investor decision-making is traditionally influenced by cognitive biases, emotional responses, and psychological factors that often lead to suboptimal financial choices. Behavioral finance identifies biases such as overconfidence, loss aversion, anchoring, herding, and mental accounting as major distortions affecting investment outcomes. In recent years, mindfulness has emerged as a promising psychological intervention capable of enhancing rationality, self-awareness, and emotional regulation in financial decision environments. This study examines the impact of mindfulness on investor decision-making from a behavioral finance perspective, highlighting its potential to mitigate irrational behavior and improve risk assessment.

Mindfulness cultivates present-moment awareness, reduces cognitive noise, and fosters a non-reactive mental state, allowing investors to process information with greater clarity. Research in psychology and neurofinance suggests that mindfulness strengthens prefrontal cortex functioning, which is crucial for analytical thinking, while reducing amygdala-driven stress responses that trigger impulsive financial behavior. As a result, mindful investors demonstrate improved patience, reduced susceptibility to market hype, and enhanced resilience during market volatility.



## THEME 7B MINDFULNESS AND VUCA BANI WORLD

### RECONSTRUCTING EDUCATIONAL IDEALS THROUGH AN EAST–WEST ANALYTICAL LENS

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This research paper delves into the significance of persuasive communication and its techniques, emphasizing the importance of audience awareness, the use of evidence, and the strategic application of rhetoric. The paper explores how cognitive biases and emotions influence persuasive communication, stressing the need for message adaptation to suit the audience and context. Techniques such as storytelling, emotional appeals, and building credibility are discussed as key strategies to enhance persuasive communication skills. The conclusion underscores the critical role of persuasive communication in both personal and professional settings, advocating for the development of these skills to enhance leadership and communication effectiveness. Aristotle's framework for understanding persuasion—divided into logos, ethos, and pathos—is explored, with a focus on how these elements can be leveraged for more effective communication and leadership. Additionally, Vivekananda's perspective on education is examined, highlighting his belief that true education should build self-confidence, self-respect, and character, beyond mere information acquisition.

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### THE ROLE OF MINDFULNESS AND INTRINSIC MOTIVATION IN GIG WORKERS' PARTICIPATION DESPITE STRUCTURAL CHALLENGES

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The gig economy offers flexibility and freedom but also exposes workers to income instability and a lack of social safety nets. This study examines the motivational factors influencing participation in gig work, focusing on autonomy, flexibility, social security, positive affect, demographics, and job satisfaction. A conceptual model was developed using insights from Self-Determination Theory (SDT) and Job Characteristics Theory (JCT) to explain self-determined participation amid systemic challenges. Data were collected from 120 gig workers, mainly aged 21–25 years, through a structured questionnaire. Statistical results reveal that job autonomy and positive emotions significantly enhance job satisfaction, while flexibility does not, due to its negative correlation with social security. The study supports the disengagement theory, emphasizing that fulfilling psychological needs for autonomy, competence, and relatedness drives engagement in precarious work.

Moreover, generational differences were observed—young workers prioritize independence over stability, whereas older workers value job security and protections. By integrating mindfulness with traditional motivational constructs, this study offers a deeper psychological perspective on why workers continue participating in the gig economy despite systematic challenges.

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## **THE ROLE OF MINDFULNESS, MOTIVATION, SOCIAL CAPITAL AND SELF-EFFICACY IN SOCIAL ENTREPRENEURSHIP INTENTIONS**

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This study examines the psychological and contextual determinants of social entrepreneurial intention by integrating mindfulness, pro-social motivation, self-efficacy, social capital, and perceived external stakeholder pressure into a unified analytical framework. Drawing on established theoretical foundations, the research adopts a cross-sectional design and surveys 112 social entrepreneurs across Tamil Nadu, identified using Dees's (1998) seminal criteria. Validated measurement scales were adapted for each construct, and data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results demonstrate excellent reliability and validity, with all five antecedents showing significant positive relationships with social entrepreneurial intention. Mindfulness, self-efficacy, and Pro-social motivation emerged as particularly strong predictors, suggesting that cognitive awareness, perceived capability, and intrinsic concern for societal welfare jointly strengthen individuals' commitment to creating social value. Social capital and stakeholder pressure also contributed meaningfully, highlighting the importance of networks, trust, and external expectations in shaping intention. The model explains 86% of the variance in social entrepreneurial intention, exceeding benchmarks in prior research. The findings provide important theoretical contributions by bridging psychological and institutional perspectives and offer practical implications for entrepreneurship education, incubators, and policy interventions aimed at cultivating effective social entrepreneurs. Future research opportunities and recommendations are also discussed.

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## MINDFULNESS MANAGEMENT IN VUCA THROUGH NEUROSCIENCE

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The study, titled ‘Mindfulness Management in VUCA through Neuroscience’, delves into intersection of neuroscience and mindfulness, examining how mental states influenced by mindfulness, in a state of VUCA (Volatility, Uncertainty, Complexity and Ambiguity), can be understood through scientific inquiry. It begins by defining mindfulness and its significance in mental health, emphasizing physiological and psychological benefits associated with regular mindfulness practice, termed as ‘Consciousness Integration’. Study concludes by presenting future research directions that could further illuminate neuroscience of mindfulness, suggesting that greater understanding of its mechanisms could amplify curative benefits of mindfulness practices. Study emphasizes significance of factors influencing decisions and critiques standard assumptions in neuro-management that suggest human beings possess limitless information-processing capabilities.

Furthermore, study highlights significance of various cognitive factors, particularly meditation (Tulsa Meditation) and thought processes positioned as critical elements influencing (managers’) decisions. By utilizing diary maintained experimental study philosophy alongside biological considerations, study suggests that there exist potential cause-effect relationship between biological responses and management practices. Overall, study serves as call to advance field of neuro-management, blending empirical research with theoretical frameworks to better describe and predict human behavior in mindfulness context.

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## STRATEGIC FRAMING UNDER DISRUPTION: THE ROLE OF ORGANIZATIONAL MINDFULNESS IN SHAPING DIGITAL TRANSFORMATION OUTCOMES

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This research explores the relationship between organizational mindfulness and the strategic framing of disruption and examines how such frames shape digital transformation outcomes. Building on comparative case studies of two successfully transformed organizations—Airbnb and Best Buy—and two unsuccessfully transformed organizations—Kodak and Nokia—the study investigates how leaders and organizations interpret, label, and respond to disruptive circumstances. Mindfulness is presented not merely as a mode of adaptation but as a dynamic capability that enables organizations to frame disruption constructively within the context of digital transformation. The findings suggest that organizations exhibiting mindful attention framed disruption as an opportunity, which supported resilient responses, strategic renewal, and adaptive reconfiguration. In contrast, organizations reflecting mindlessness tended to frame disruption as a threat, thereby constraining sensemaking, reducing adaptability, and accelerating organizational decline. The analysis unfolded in two stages. First, a within-case analysis generated rich descriptions of leaders' decisions and actions, their framing of disruption, and the presence of mindful behaviors across organizational levels in each case. Second, cross-case comparisons revealed key convergences and divergences that enhance understanding of how mindfulness may operate as a cognitive micro-foundation of strategic framing. The study further finds that even mindful organizations faced significant trade-offs and tensions during transformation processes. Importantly, it also identifies that failing organizations often contained islands of untapped mindfulness potential embedded within their structures and practices. Overall, the study contributes theoretically by bridging mindfulness and strategic framing literature and practically by offering insights into leaders' dilemmas as they seek to navigate adaptive pathways in periods of profound disruption.

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## FROM PSYCAP TO SOCIAL FIT: A QUALITATIVE THEMATIC STUDY OF PSYCHOLOGICAL READINESS AND THE EMERGENCE OF ENTREPRENEURIAL INTENT AMONG STATE UNIVERSITY MBA STUDENTS

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Graduates holding management degrees from universities in India show similarities in their qualifications; nonetheless, they display marked differences in aspects such as self-assurance, career identity, and independence in their professional growth. While investigations into employability and entrepreneurship have primarily targeted skill acquisition and professional intentions, there is a notable insufficiency in research addressing the psychological and social frameworks that empower students to interact with career and entrepreneurial possibilities. This study explores how Psychological Capital (PsyCap) shapes the growth of creative self-efficacy, social harmony, and the situational rise of entrepreneurial motivation among MBA students attending state universities. Anchored in the concepts of PsyCap theory, Social Cognitive Theory, and the Social Identity frameworks, this inquiry applies an interpretivist methodology that engages semi-structured interviews, which are afterwards scrutinized using reflexive thematic analysis (Braun and Clarke's framework). The results elucidate four interconnected themes: restricted psychological capital, creative self-efficacy as a form of adaptive confidence, challenges related to social and professional fit, and the notion of entrepreneurial intent as a contingent outcome. The dimensions of hope, self-efficacy, resilience, and optimism experienced by students were significantly influenced by institutional limitations and social comparisons, often operating as resources oriented towards survival rather than growth. Creative self-efficacy was indicative of the ability to navigate uncertainty and authority, while social fit played a crucial role in determining the enactment of psychological resources. The research posits a process-oriented model of student preparedness, illustrating that entrepreneurial intent is likely to materialize only when psychological readiness and social legitimacy are in alignment, thereby providing valuable insights for fostering inclusive management education and policy development.

## THEME 8A MINDFULNESS AND GLOBAL KNOWLEDGE SYSTEMS

### INTEGRATING MINDFULNESS PRINCIPLES TO ENHANCE OPERATIONAL EFFICIENCY IN IT SYSTEMS USING ON-PREMISES GATEWAYS FOR DATA SOURCING

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Modern organizations generate large volumes of temporal data across marketing, sales, finance, and human resources, making it critical to develop approaches that are not only computationally effective but also mindful in operations. Traditional models, such as Support Vector Machines (SVMs) and Recurrent Neural Networks (RNNs), operate reactively, missing long-term dependencies, demanding heavy manual tuning, and demonstrating rigidity under changing patterns—creating operational stress and imbalance. This research introduces a mindful data processing approach through a Temporal Convolutional Network (TCN) optimized using GridSearchCV. The mindful design cultivates awareness of shifting temporal patterns, balances model efficiency with accuracy, and sustains operational resilience through residual connections and dilated causal convolutions. Experiments confirm the mindful model's strength, yielding 96.75% accuracy, high precision (96.79%), recall (96.74%), F1-score (96.75%), and an AUC of 0.98, surpassing TCN, RNN, and SVM baselines. Its operational mindfulness is further reflected in adaptability, cost-effectiveness, and smooth integration with databases such as SQL, Oracle, and MongoDB, allowing for context-aware and balanced decision-making in real time. By integrating mindfulness principles into technical optimization, this research advances a paradigm of calm, adaptive, and sustainable operational intelligence, with future possibilities in unstructured data processing and reinforcement learning-driven mindful query optimization.

**Keywords:** Graph Neural Network (GNN), On-Premises Data Gateway, Query-Based Data Mapping, Classification, Business Data Management, Scalable and Adaptive Operations, Mindful Data Sourcing, Efficient Data Retrieval

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## **MINDFULNESS, EMOTION, AND EXISTENTIAL INSIGHT IN PATTINATHAR'S SONGS: A PSYCHOLOGICAL PERSPECTIVE FROM TAMIL SAIVA SIDDHANTA**

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Despite the extensive devotional and literary recognition of Pattinathar's songs, their psychological dimensions remain underexplored, indicating a significant gap in the intersection of Tamil literature and the psychology of religion. This study aimed primarily to identify and analyze the psychological themes across Pattinathar's complete corpus, with secondary objectives focusing on associated cognitive, emotional, social, and existential motifs, particularly those reflecting the psychological struggles inherent in the path of renunciation. Employing a qualitative research design with an interpretivist and inductive approach, data were drawn from primary sources (the full collection of Pattinathar's hymns) and secondary sources (scholarly commentaries, historical works, and Saiva Siddhanta texts). A consensus sampling strategy selected critical edition songs from Tirunelveli Saiva Siddhanta Works Publishing Society Ltd and commentaries by PuliurKesikan and Pulavar V. Sivagnanam. Thematic analysis, following Braun and Clarke (2006,2012), was applied to identify emergent patterns. Findings revealed central themes of asceticism, detachment, impermanence, cognitive-emotional regulation, guru-grace dynamics, devotional technologies, and the pursuit of unitive consciousness. These results illuminate the psychological processes underlying spiritual transformation and contribute to the broader understanding of Tamil devotional literature within the psychology of religion, offering both theoretical and methodological implications for future interdisciplinary research.

Keywords: Pattinathar, Tamil Saiva Siddhanta, thematic analysis, psychology of religion, spiritual transformation.

## INTEGRATING THIRUKKURAL WISDOM INTO POSITIVE PSYCHOLOGY: DESIGN AND EVALUATION OF A CULTURALLY ROOTED POSITIVE EMOTION INTERVENTION FOR YOUNG ADULTS

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Although the scientific community widely recognizes the powerful influence of positive emotions on overall well-being, culturally grounded interventions aimed at enhancing specific positive emotions remain limited. This study evaluated the effectiveness of a culturally grounded tool—the Thirukkural Positive Emotion Cards—designed to promote positive emotional states through ancient Tamil wisdom. A pre-test/post-test experimental design with a control group was employed with a purposive sample of 22 young adults ( $N=22$ ), divided into experimental ( $n=11$ ) and control ( $n=11$ ) groups.

The Modified Differential Emotions Scale (mDES) was used to assess emotional changes over a four-week (28-day) intervention period. Due to a violation of normality assumptions at post-test ( $p=.004$ ), data were analyzed using the Mann-Whitney U test. Results revealed that while groups were equivalent at baseline, the experimental group demonstrated a statistically significant increase in positive emotions ( $U=0.00, p<.001$ ) and a significant decrease in negative emotions ( $U=5.50, p<.001$ ) compared to the control group at post-test. These findings highlight the efficacy of integrating indigenous literature into psychological practice, offering a culturally resonant and psychologically effective approach to enhancing mental health among young adults.

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## **MINDFULNESS-BASED EDUCATION FOR HOLISTIC LEARNING: CONCEPTUAL INSIGHTS IN THE CONTEXT OF NEP 2020 AND SDG 4**

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Mindfulness has gained increasing attention in educational research as a means to promote holistic learning, learner well-being, and sustainable educational outcomes. Rooted in contemplative traditions and contemporary psychology, mindfulness in education emphasizes present-moment awareness, emotional regulation, and reflective thinking. This paper examines the conceptual foundations of mindfulness in education and explores its implications for holistic learning, encompassing cognitive, emotional, social, and ethical dimensions of student development. Drawing on interdisciplinary literature, the study situates mindfulness within modern pedagogical discourse and aligns it with the objectives of India's National Education Policy (NEP) 2020, which advocates learner-centric, experiential, and values-based education. Furthermore, the paper highlights the relevance of mindfulness practices in advancing Sustainable Development Goal 4 by fostering inclusive, equitable, and quality education that supports lifelong learning and well-being. By enhancing attention, resilience, empathy, and self-awareness, mindfulness-based approaches can contribute to improved academic engagement and mental health among learners. The paper argues that integrating mindfulness into curricula and teaching practices offers a viable pathway for strengthening educational quality and sustainability. The study concludes by outlining implications for educators, institutions, and policymakers seeking to operationalize mindfulness as a transformative pedagogical tool in contemporary education systems.

## RE-IMAGINING MINDFULNESS THROUGH THE COMPASSIONATE LENS OF SWAMI RAMALINGA ADIGAL (VALLAAR)

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In the contemporary era, Mindfulness has emerged as a global phenomenon, typically defined as moment-to-moment, nonjudgmental awareness cultivated by paying attention on the purpose to present experiences with an openhearted and non-reactiveattitude (Creswell, 2017).

While it has been successfully adapted into specialized clinical formats such as Mindfulness-Based Stress Reduction (MBSR) and Mindfulness-Based Cognitive Therapy (MBCT) to manage stress and prevent depressive relapse, it is frequently treated as a private mental exercise for self- optimization, a self-help tool separated from interpersonal ethics and social justice. This paper introduces the teachings of Swami Ramalinga Adigal (1823–1874), reverently known to the world as Vallalaar, to expand that this internalized view is fundamentally incomplete. Vallalaar, a 19th-century visionary from Tamil Nadu, propounded a philosophy called Samarasa Suddha Sanmarga (The Absolute Pure Path of Truth). He argued that true spiritual awareness, which he termed the Arutperunjothi (Supreme Grace-Light), cannot be achieved by solitary meditation or breath-awareness alone. Instead, it requires a profound biological and emotional transformation originating from Jeeva Karunyam (Absolute Compassion for All Living Beings). By synthesizing Vallalaar’s Psychology of the Veiled Mind and his Education for Immortality (Saagaaa Kalvi) with modern cognitive mechanisms such as decentering, interoception, neuroplasticity, and Faith-Based Dialectical Behaviour Therapy (DBT), this research proposes a new conceptual model of Ecological Mindfulness. In this model, helping others is not just a moral duty; it is the specific biological heat required to unlock the brain’s highest potential, reverse cellular decay, and achieve the Deathless Great Life (Maranamillaa Peru Vazhvu).

**Keywords:** Vallalaar, Arutperunjothi, Jeeva Karunyam, Saagaaa Kalvi, Suddha Sanmarga, Ecological Mindfulness, Anmaneya Orumaippadu, Radical Empathy.

## THEME 8B MINDFULNESS AND POSITIVE PSYCHOLOGY

### INNER AWARENESS, OUTER IMPACT: CONSCIOUS LIVING FOR ORGANISATIONAL EFFECTIVENESS AND SUSTAINABLE SOCIETAL WELL-BEING

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The contemporary world faces unprecedented challenges of stress, polarization, and unsustainable growth, demanding fresh approaches that go beyond conventional business models and personal productivity frameworks. This viewpoint paper explores the critical connection between inner awareness practices and sustainable societal well-being, with a focus on Conscious Living as a transformative framework. While mindfulness has traditionally been applied at the individual or organizational level, the pressing challenges of our times—ranging from social inequality to environmental crises—demand a broader perspective that integrates mindful presence with collective flourishing. The paper argues that inner awareness, cultivated through practices such as gratitude, compassion, and intentional living, is not an end in itself but a pathway toward meaningful outer impact.

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Drawing from the author's framework of Conscious Living, this work positions mindfulness not as a technique for stress reduction but as a conscious state of being that informs decisions, relationships, and social engagement. It proposes that when individuals and communities practice conscious awareness, they create ripple effects that nurture ethical leadership, responsible business practices, and socially cohesive communities. The viewpoint emphasizes that sustainable well-being requires moving beyond individual resilience to collective transformation, where inner clarity and values-based living align with societal goals such as inclusion, sustainability, and trust. By situating Conscious Living within the intersections of mindfulness and positive psychology, the paper contributes a fresh perspective to the evolving discourse on well-being. It highlights that cultivating mindful presence at the personal level can generate sustainable, scalable outcomes at the community level, offering an integrative model for advancing both human and societal flourishing.

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## **GLOBAL TRENDS IN WORKPLACE GRATITUDE RESEARCH: A BIBLIOMETRIC REVIEW IN POSITIVE PSYCHOLOGY**

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The concepts of positive psychology gained importance in fostering well-being in workplaces since the COVID-19 emerged. Workplace gratitude, as a key construct in positive psychology, has been proven to enhance emotional regulation and well-being within an organization. Although numerous meta-analyses and systematic reviews have been conducted on gratitude in the workplace, none have bibliometrically mapped its evolution. This study aims to provide a roadmap into this research area, including keywords, well-known authors, publications, nations, and themes.

The researcher selected data from Web of Science and Scopus databases from the Covid era, 2020 to 2025. A systematic search was conducted in the WoS and Scopus databases. A total of 442 documents that met the inclusion criteria were analyzed using R Studio, Biblioshiny, and VOSviewer.

The findings show *Frontiers in Psychology* emerged as the top journal, with an interdisciplinary nature of the topics. Keyword co-occurrence analysis highlighted that gratitude is frequently associated with workplace, performance, prosocial behavior, and human well-being. The USA, followed by China, is the leading nation that has provided research in this area. Thematic analysis reveals the links of the term gratitude, which has been categorized into four clusters.

## **MINDFULNESS AND EMOTIONAL RESILIENCE: A STUDY ON DIVORCEES, AND SINGLE PARENTS**

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Emotional resilience plays a crucial role in enabling individuals to cope with significant life disruptions such as divorce and single parenthood. In recent years, mindfulness has gained attention as a psychological resource that supports emotional regulation and adaptive coping. The present study explores how mindfulness is experienced and utilized by divorcees and single parents, and how it contributes to their emotional resilience. Adopting a qualitative research approach, in-depth semi-structured interviews were conducted with participants drawn from both groups. The data were analysed using thematic analysis in accordance with the framework proposed by Braun and Clarke.

The findings indicate that mindfulness among divorcees and single parents is largely informal and embedded in everyday practices rather than structured techniques. Participants described mindfulness as a means of managing emotional overwhelm, sustaining functional stability, and navigating interpersonal and parental responsibilities. Emotional resilience was found to evolve over time, shaped by personal reflection, acceptance, and a heightened sense of responsibility. While divorcees emphasized emotional recovery and self-redefinition, single parents highlighted resilience rooted in caregiving and role accountability. The study underscores the contextual nature of mindfulness and resilience, suggesting that these constructs are shaped by lived experiences and social roles. The findings offer valuable insights for mental health practitioners and support programs aimed at promoting emotional well-being among individuals facing major life transitions.

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## **SUSTAINED ATTENTION AS AN ENABLING MECHANISM IN ORGANISATIONAL MINDFULNESS: TOWARD BIOFEEDBACK- SUPPORTED AWARENESS IN REAL-TIME WORK CONTEXTS**

*Manish Sharma\*\*manish@issdelhi.org\*\**

Contemporary organisational environments are characterised by accelerating complexity, digital distraction, and escalating cognitive demands, leading to impaired decision-making and decreased productivity. Mindfulness has emerged as a promising intervention, yet a critical gap persists between theoretical models emphasising attention regulation and methodologies that capture its dynamic operation in real-world settings.

This paper offers a conceptual synthesis rather than reporting new empirical data, synthesising evidence from over 120 studies across existing meta-analyses and systematic reviews in cognitive neuroscience, mindfulness theory, and organisational research. We argue that sustained attention serves as a foundational enabling mechanism for mindfulness-related benefits. We critique prevailing reliance on retrospective self-reports—which show modest correlations ( $r=0.20-0.40$ ) with behavioural measures—and highlight the potential of physiological indices (e.g., heart rate variability, HRV) as real-time proxies for attentional states. Drawing on intervention data showing that mindfulness-based programs reduce stress (Hedge's  $g = 0.57$ ) and improve job performance ( $g = 0.43$ ), we propose a conceptual framework for biofeedback-supported awareness tools. Such non-intrusive, wearable technologies can address solvable organisational problems—mitigating decision fatigue, enhancing leader presence, and reducing burnout—by extending mindful attention from formal practice into the flow of work. This interdisciplinary analysis informs future research and practice at the intersection of cognitive science, organisational behaviour, and well-being technology.

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## **LEADING WITH CALM: THE IMPACT OF MINDFULNESS ON LEADERS' WELL-BEING IN ORGANIZATIONS**

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**Purpose** – This study explores the relationship between mindfulness and organizational leaders' general well-being.

**Design/methodology/approach** – Purposive and snowball sampling were used to collect the data from 613 leaders in India across different levels and industries using a quantitative, cross-sectional survey design. Mindfulness and well-being were measured using standardized questionnaire. The data was analyzed using measurement model and structural model assessment using Smart PLS-4.

**Findings** – The findings showed that leaders' well-being is positively impacted by higher mindfulness. These results emphasize how crucial it is to develop psychological resources and uphold mindfulness in order to improve organizational performance and leadership efficacy. These results underscore the critical roles of Mindfulness in enhancing leadership well-being and organizational performance.

**Implications/Originality/value** – The study highlights the importance of nurturing these elements within leadership development programs to foster a resilient and adaptable organizational environment.

Practical implications suggest that organizations should focus on developing leader's psychological resources and mindfulness capabilities to enhance overall well-being and effectiveness to improve leader's performance and satisfaction levels. Limitations and future research directions are also covered, along with practical implications that encourage organizations to support the well-being of their leaders.

**Keywords:** Mindfulness, General Well-being, Leadership.

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## MAPPING THE INTELLECTUAL STRUCTURE OF MINDFULNESS RESEARCH ON STUDENT IN EDUCATION : A BIBLIOMETRIC ANALYSIS

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Mindfulness helps a person to be attentive and aware of his surroundings, be more focused and prevent distractions, when applied in academic context it can have various benefits, so the motive of this study was to explore the past work done in this field and map the comprehensive overview of the area so that we can offer insights to guide the future research directions and scholarly contributions. For this purpose 115 papers were retrieved from the Scopus database and Bibliometric analysis was done Using Vos viewer performing Bibliographic coupling analysis, citation analysis, co-word analysis and cluster analysis. The results offered a much more clear picture of the publication trends in this field emphasizing on prominent Journals, nations, institutions and authors who significantly contributed in this specific domain. This study is one of the first to provide such a comprehensive bibliometric analysis of Mindfulness in academic context specifically keeping students and the related academic outcomes in mind.

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## STRATEGIC PRESENCE: THE AMBIVALENT ROLE OF MINDFULNESS IN BUSINESS PRACTICE AN EXPLORATORY STUDY OF MINDFULNESS AS BOTH ETHICAL PRACTICE AND FRAUDULENT ADAPTATION

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bandhur ātmātmanas tasya yenātmaivātmanā jitaḥ  
anātmanas tu śatrutve vartetātmaiva śatruvat (Bhagavad Gita 6.6)

The verse of the Bhagavat Gita embodies the contradictory role of the mind, teaching that the human mind can be the most intimate companion or our most deceptive foe. It can be the tool that serves as a source of clarity, balance, and resilience, but can also become a hindrance, inventing excuses for rationalizing the immorality. The eternal truth contained in this paradox is that consciousness is not innately virtuous or vicious, but malleable, capable of upholding integrity or legitimizing deceit.

The current predicament that businesses face is perfectly captured in this verse: mindfulness, which is hailed as an ethical solution, can also be used as a tool for self-deception, enabling malfeasants to disguise their dishonesty behind a façade of composure. Mindfulness is described as both attentiveness to others and a calm, present-focused awareness of one's thoughts and feelings (Oxford English Dictionary, n.d.). The present research explores the relationship between mindfulness and ethical conduct, exploring whether awareness necessarily translates into integrity. This research article interrogates the paradoxical valence of its role: a discipline praised for its ethical value, yet pliable enough to legitimize misconduct, unlike many studies that regard mindfulness as an ethical practice, Methodologically, the study adopts case-based inquiry to explore how mindfulness inflected ethics and fraud promoters intersect within corporate governance.

## THEME 9A MINDFULNESS AND TOURISM

### CASE STUDY (THE KANHA GROUP JOURNEY)

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This teaching case follows the Kanha Group, a conglomerate with its main office in Odisha, India, that has committed itself to two very different and highly regulated industries, i. e, bottled drinking water, and aquaculture. Through the examination of Kanha Beverages Private Limited and Kanha Marine & Agro, the case depicts how these companies with the middle market profile from emerging economies navigate competitive intensity, operational challenges, international trade disruptions, and the rising sustainability issues while at the same time they are socially and ethically responsible.

Kanha Beverages chose the bottled water path as the easiest way to reach their goal: to provide safe, affordable, mineral, and fortified drinking water to semi-urban and rural communities. The brand employed a penetration pricing strategy to be quickly accepted and to gain local trust. They were making a success, but still, the margins were thin, there was some idle production capacity, distribution costs were high, and a lot of water was wasted. Kanha has decided to stop the production of premium and flavored water products because of weak local demand and high costs. At the same time, Kanha Marine & Agro was facing the issues of China being their major export market, geopolitical trade barriers, strict international quality standards, and climate change impacting aquaculture productivity.

The case additionally emphasizes the different ways in which the two companies supported their employees, changed their operations, and carried out community-oriented CSR activities during the COVID-19 pandemic. By applying well-known management frameworks, the case enables learners to grasp how the features of strategic flexibility, risk management, and responsible decision making can lead to business resilience over the longer term in emerging markets.

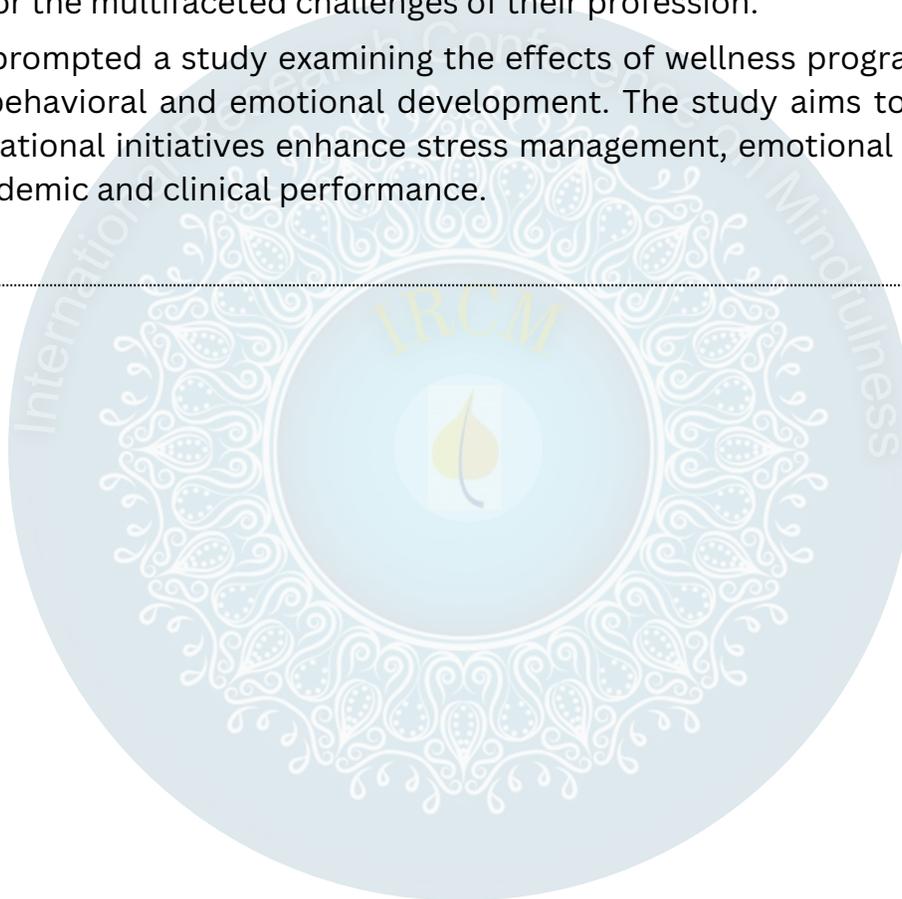
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## **BUSINESS, MINDFULNESS, AND SOCIETY SUBTHEME: MINDFULNESS AND EDUCATION**

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In an increasingly demanding healthcare environment, the integration of mindfulness and wellness practices into nursing education is essential to prepare students for the multifaceted challenges of their profession.

This need prompted a study examining the effects of wellness programs on nursing students' behavioral and emotional development. The study aims to evaluate how these educational initiatives enhance stress management, emotional resilience, and overall academic and clinical performance.





Overall, the study highlights the transformative potential of combining medical education with management learning. When medical professionals engage with concepts like organizational behaviour, mindfulness-based leadership, and emotional intelligence, they become more capable of leading healthcare systems that are not only efficient but also humane. The results suggest that introducing structured mindfulness and self-awareness modules into management curricula can produce healthcare leaders who prioritize both outcomes and compassion.

## WHEN COMPASSION IS NOT ENOUGH: REVISITING THE WORKPLACE BULLYING-INTENT TO QUIT RELATIONSHIP IN INDIAN HEALTHCARE

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The healthcare sector is particularly vulnerable to workplace bullying due to its inherent hierarchical structures, which can lead to significant emotional, behavioural, and psychological repercussions for employees. This research focuses on medical professionals, such as nurses and doctors, who are susceptible to such behaviour directed by their supervisors. Rooted in the Conservation of Resource (COR) theory, the study aims to investigate the impact of these experiences of being bullied at work on their intent to quit. Furthermore, it examines how personal attributes, such as self-compassion, buffer against the adverse effects of workplace bullying and mitigate the risks of the intent to quit.

A cross-sectional design was employed with 493 participants aged 21- 40 years from hospitals in North and East India (UP, Delhi, Assam, and Kolkata). Data were analyzed using SPSS and Process Macro. Workplace Bullying significantly predicted intent to quit. However, self-compassion did not moderate this relationship. The findings highlight that the harmful effects of workplace bullying may be powerful enough to overshadow individual coping resources like self-compassion, emphasizing the urgent need to address and prevent workplace bullying. It is crucial for fostering a positive work environment, helping healthcare employees better navigate such a high-pressure work environment, and improving overall organizational health.

**Keywords:** Workplace Bullying, Intent to quit, Self-Compassion, Healthcare sector

## EFFECT OF ANAPANSATI AND METTABHAVANA ON ANXIETY AND MINDFULNESS AMONG CANCER PATIENTS

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Worldwide, cancer is a major physical health issue and is often accompanied by emotional challenges with heightened anxiety. To reduce anxiety levels, meditation (Anapansatti) has showed positive impact. The current study focuses to investigate combine impact of Anapansati and Mettabhavna, which are the ancient Buddhist practices of meditation. These meditation techniques, pooled with concept of immersive wellness, offer an inclusive framework for addressing psychological health among cancer patients.

**Methods:** This was an experiment-based study conducted on thirty seven individuals, who has willingly participated. The trained practitioner directed meditation on daily basis 30 minutes for 21 days. Along with daily routine these practices were followed. State Trait Anxiety Inventory was used to assess anxiety levels, and to measure mindfulness, Mindfulness Attention Awareness Scale was used. Statistical analysis was performed by using 't' test in excel.

**Results:** It was observed that on Anapanasati and Mettabhavna there was significant drop in anxiety score ( $p < 0.05$ ) and significant improvement in mindfulness scores ( $p < 0.05$ ).

**Conclusions:** It can be concluded that 'Anapanasati' and 'Mettabhavna' meditation practices have shown potential impact in reducing anxiety levels and enhancing mindfulness, which are the emotional and psychological challenges associated with cancer. It can be suggested to refer these practices as a part of holistic approach to cancer care.

**Keywords:** Anapanasati, Mettabhavna, Anxiety, Mindfulness, Cancer patients and meditation.

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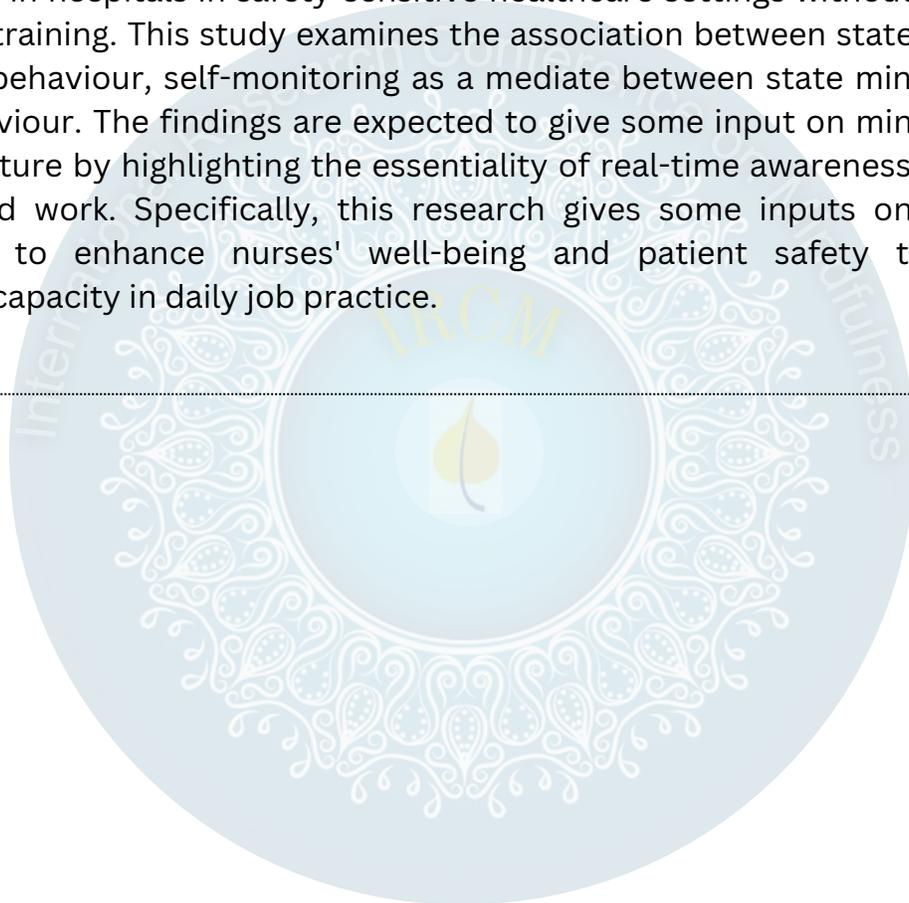
## LINKING STATE MINDFULNESS AND SAFETY BEHAVIOUR AMONG NURSES: AN EMPIRICAL INVESTIGATION IN HEALTHCARE SETTINGS

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Health sectors are high-risk environments where nurses have to perform safely under high pressure, emotional strain, and an ongoing level of interruptions. Because of this, they are not able to concentrate and pose serious risks themselves as well as for patient safety.

Using Job Demands- Resources(JD-R) theory, state mindfulness as a personal psychological resource that enables safety behaviours of nurses through self-monitoring mechanisms. Prior studies have largely given attention to trait mindfulness or mindfulness-based interventions; empirical studies on state mindfulness and safety are under study. Post positivism philosophy is using and quantitative research design, - sectional survey design, and data were collected from nurses in hospitals in safety-sensitive healthcare settings without mindfulness meditation training. This study examines the association between state mindfulness and safety behaviour, self-monitoring as a mediate between state mindfulness and safety behaviour. The findings are expected to give some input on mindfulness and safety literature by highlighting the essentiality of real-time awareness and focus in high-demand work. Specifically, this research gives some inputs on health care institutions to enhance nurses' well-being and patient safety through self-monitoring capacity in daily job practice.

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## **MINDFUL DECISION-MAKING AND ETHICAL SALES PRACTICES: A QUALITATIVE STUDY OF MEDICAL REPRESENTATIVES IN INDIA**

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Ethical sales practices remain a subject of concern in marketing and sales domain such as the pharmaceutical sector, where it has been observed that sales professionals operate at the intersection of commercial objectives, governance mechanisms, and public welfare. Contemporary research has mostly highlighted compliance and ethical consequences which provide limited insight into how ethical sales decisions are interpreted and enacted in everyday practice. Addressing this gap, the present research adopts a qualitative, theory influenced approach to evaluate sales decision-making through the lens of decision-making. Drawing on marketing ethics, mindfulness theory, and marketing governance perspectives, this study makes a hypothesized conceptual model that positions market and governance context and mindful decision-making, leading to ethical sales practices and related career development. Supported by the Interpretive Phenomenological Analysis (IPA), the study envisions ethical sales as an interpretive and experiential process rather than a compliance influenced consequence. The research highlights that governance is helpful for shaping ethical sales behaviour indirectly in influencing how ethical uncertainty and moral dilemmas are perceived and interpreted by sales professionals. Mindfulness decision-making comes out of the ethical awareness that enables reflective judgement under performance pressure, supporting ethical sales practices and long-term career development. On highlighting ethical sense-making in sales context, the study aims to contribute to marketing ethics research and mindfulness domain of sales and its related decision-making and restructuring governance as lived experiences. The proposed study offers a theoretically grounded foundation for future research on ethical sales practices in regulated industries.

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## MINDFUL PUBLIC SPITTING BEHAVIOUR: AN EXAMINATION THROUGH THEORY OF PLANNED BEHAVIOR AND THE DONABEDIAN MODEL

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Mindfulness has increasingly been linked to pro-social attitudes and reduced bias in organizational settings (Kabat-Zinn, 2003; Glomb et al., 2011). However, its direct influence on Diversity, Equity and Inclusion (DEI) outcomes has not been sufficiently examined through structural modeling. In this study, mindfulness is treated as the independent variable, while diversity acceptance, equity perception, and inclusion behavior are the dependent variables. Using a quantitative research design, data will be collected through a standardized questionnaire from professionals in academic and corporate institutions. A SMART-PLS structural equation model will be employed to evaluate the measurement and structural relationships, along with reliability and validity assessments (Hair et al., 2019). Prior research suggests that mindfulness enhances empathy, reduces stereotyping, and improves interpersonal sensitivity (Good et al., 2016), which form the basis for the present hypotheses. The study is expected to confirm that higher levels of mindfulness significantly predict positive DEI outcomes by fostering equitable decision-making, respect for individual differences, and inclusive interactions. The findings will add to existing literature by integrating psychological well-being with DEI practices and demonstrating the relevance of mindfulness-based interventions. Practical implications for HR managers, educators, and policymakers are highlighted, and directions for future research are proposed.

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## **THEME 10A MINDFULNESS IN ORGANIZATIONAL & WORKPLACE DYNAMICS**

### **THE ROLE OF THEATER ARTS IN DEVELOPING EMOTIONAL INTELLIGENCE AND CONFLICT RESOLUTION SKILLS IN BUSINESS PROFESSIONALS**

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This study explores the integration of theater arts into business training programs to enhance emotional intelligence (EI) and conflict resolution skills among professionals. Drawing on historical precedents and contemporary case studies, the research highlights how performative exercises, including role-playing and improvisation, foster empathy, self-awareness, and perspective taking key components of EI. Theoretical underpinnings from emotional intelligence and conflict resolution frameworks are analyzed to validate the efficacy of theater-based methodologies in addressing workplace challenges. Evidence from organizational settings demonstrates improved communication, leadership, and conflict mediation capabilities. The findings underscore the transformative potential of arts-based training in cultivating emotionally intelligent and conflict-competent leaders.

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### **CORRELATING MINDFULNESS PROGRAMS WITH ENHANCED MORAL REASONING, ETHICAL BEHAVIOUR, AND IMPROVED ORGANISATIONAL PERFORMANCE**

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Mindfulness programs are increasingly adopted to cultivate attention, empathy, and ethical sensitivity. Mindfulness programs can be a strong way to help businesses become more ethical and do better. This study examines correlations between workplace mindfulness interventions and enhancements in moral reasoning, ethical behaviour, and organisational performance. Using a mixed-methods design across firms, changes in moral judgment, incidence of ethical decisions, employee engagement, and productivity metrics pre- and post-intervention can be measured.



## PERFORMANCE-ENHANCING AI TOOLS IN INDIVIDUALS WITH ADHD: A SYSTEMATIC REVIEW

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**Background:** Attention-deficit hyperactivity disorder (ADHD) is a neurodevelopmental disorder with prominent features of inattention and hyperactivity with an incidence rate of 7.6% in children, 5.6% in adolescents, and 2.8% in adults. While children have poor academics, classroom behavior, and concentration, ADHD manifests in adults in different ways. Hyperactivity, impulsivity, emotional dyscontrol, and inattention lead to poor time management, interpersonal conflicts, work absences, reduced productivity, accidents, and a decline in the person's overall well-being. ADHD is common in workplaces, estimated at around 3.5% to 4.6% by the WHO. Their work is significantly affected by lost workdays, decreased work quantity, and reduced quality compared to adults without ADHD. This study aimed to systematically review artificial intelligence interventions that enhance the performance of individuals with ADHD, with a focus on the enhancement of workplace productivity.

**Methods:** According to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) standards, a systematic search was done on the comprehensive database Scopus, as well as a manual search on Google Scholar. Of the 1806 articles received, along with 7 manual searches, 29 articles that met the inclusion criteria were considered eligible for the review.

**Results:** AI tools that enhance productivity were categorised into three themes- AI-Based Performance-Enhancing Tools for Children with ADHD, AI-Driven Performance & Executive Function Enhancing Tools in Adults with ADHD, and AI for Precision Psychiatry & Medication Response Prediction. EndeavorRx™, AI serious games, AI vest system, AiSA Grammarly, Otter AI, Big Interview platform, Convolution Networks (GCN-BSD), Deep Learning Models, TDApp, and Machine Learning are some of them.

**Conclusion:** AI-driven intervention alleviates the barriers to occupational life and academic life, and enhances productivity. This review gives scope to extend more research towards productivity and workplace mindfulness, enhancing AI-driven tools that would aid in providing a sustained occupational life to adults with ADHD.

**Keywords:** adults with ADHD, neurodivergent, productivity, performance, AI, artificial intelligence, assistive learning

## THEME 10B MINDFULNESS AND SUSTAINABILITY

### MINDFUL PATHWAYS TO SUSTAINABLE VIKSIT DELHI: A SYSTEMATIC REVIEW OF THE MULTI-DIMENSIONAL FACTORS SHAPING MARGINALISED WOMEN'S ENTREPRENEURSHIP

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As we are heading toward Viksit Bharat by 2047. Which is why our research aim is to examine how mentorship, reach of government policies, literacy, psychosocial factors, climate change, and gendered migration influence the entrepreneurial activities of marginalised women, and in turn, how marginalised women's entrepreneurship contributes to building a Sustainable Viksit Delhi? And since it is important to keep ourselves connected with the Sustainable Development Goals (SDG), it is important to look at its capital. We have found that these factors are direct contributors to the success of marginalised women entrepreneurs' business journey, and their role in the contribution to the capital's success is directly linked to marginalised women entrepreneurship development. This study shows that by providing mentorship support, the effectiveness and reach of government policies and schemes, by giving them literacy training, psychosocial support can help capital to achieve climate resilience, gender equity, and sustainable Viksit Delhi. Our study is a systematic literature review based on the Google Scholar database. This study is a secondary data-based, qualitative study of relevant studies and government & institutional reports. However, this study is solely based on a literature review and is limited to only two databases.

Keywords: Mindfulness, Sustainability, Diversity, Equity & Inclusion (DEI), Entrepreneurship Development, Marginalised women entrepreneurship, climate change, Viksit Bharat, Mentorship, Gendered Migration, Government Policy, and Psychosocial Factors.

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## MINDFULNESS NARRATIVES IN CORPORATE SUSTAINABILITY REPORTS: A TEXTUAL ANALYSIS

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Organisations these days are expected to not only publish their financial performance but also the ethical conduct, social responsibility and long term value creation for all of their stakeholders. This has given increased level of importance to corporate sustainability and responsibility disclosures. In India, this shift has been institutionalised through the introduction of the Business Responsibility and Sustainability Reporting (BRSR) framework by the Securities and Exchange Board of India (SEBI). BRSR reporting provides a comprehensive structure for sustainability disclosures including detail of compliance levels, quantitative indicators and firm-level performance outcomes. Alongside developments of sustainability reporting, the concept of mindfulness has garnered growing attention in organizational literature. Mindfulness has been broadly conceptualised as a state of awareness, attentiveness and responsiveness to present conditions, enabling individuals and organisations to anticipate risks, act ethically and adapt to complex environments (Weick & Sutcliffe, 2007).

The present study seeks to examine how mindfulness-related concerns are reflected in the BRSR disclosures of leading Indian companies. Using a corpus-based qualitative textual analysis of BRSR reports published by 30 Sensex-listed companies for the financial year 2024–25, the study analyses the presence, thematic organisation and policy embedding of mindfulness-related concepts across selected BRSR principles. Overall, the findings suggest that while mindfulness-related concerns are reflected in corporate disclosures, their institutionalisation remains uneven across different dimensions, indicating varying degrees of organisational attentiveness and long-term orientation.

Keywords: Business Responsibility and Sustainability Reporting (BRSR), Mindfulness, Corpus-based, Textual analysis  
Key words-Mindfulness, Social Sustainability, Emerging Markets, Community Well-being, Pro-social Behaviour

## **GREEN HUMAN RESOURCE MANAGEMENT AS A CATALYST FOR MINDFULNESS & ORGANISATIONAL SUSTAINABILITY: A SURVEY BASED EMPIRICAL STUDY**

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GREEN HUMAN RESOURCE MANAGEMENT AS A CATALYST FOR MINDFULNESS AND ORGANIZATIONAL SUSTAINABILITY: A SURVEY-BASED EMPIRICAL STUDY

### **ABSTRACT**

The increased focus on sustainability in the world has pushed organizations to incorporate green responsible practices into their strategic plans. Green Human Resource Management (GHRM) has indeed come out as one of the relevant managerial practices in this regard where environmental awareness is integrated into HR practices and as a result, the behaviour of employees and the sustainability levels of organizations. At the same time mindfulness has become relevant as a psychological concept that may improve the awareness, responsibility and participation of employees in the sustainability efforts. This paper evaluates the influence of GHRM as an agent in the creation of employee mindfulness and encouragement of organizational sustainability by a survey-based empirical study involving 110 working individuals in the manufacturing, service, education, and corporate/IT industries. A questionnaire was conducted in a structured form, and the data were studied with SPSS by means of descriptive statistics, reliability analysis, correlation, regression, and mediation tests. The results showed that GHRM practices resulted in a great improvement of employee mindfulness and a positive influence on sustainability of the organization. Furthermore, mindfulness was identified to mediate the connection between GHRM and sustainability to some extent, showing that the psychological awareness enhances the efficacy of the green HR programs. The research points to the significance of anthropocentric environmental policies and approaches and proves that the effects of sustainability are shaped by the activities of the staff members as well as the policies. The findings add to the existing literature on GHRM and have positive managerial implications on how to develop environmentally responsible, mindful and sustainable organizations.

**Keywords:** Green Human Resource Management, Mindfulness, Organizational Sustainability, Employee Behavior, Environmental Management

## **SUSTAINABILITY, STRATEGIC FOR INDIA'S SOLAR-TO-HYDROGEN TRANSITION, REGULATORY FRAMEWORK AND MINDFULNESS**

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India has a strategic chance to decarbonize its energy system and boost industrial competitiveness by switching from solar power to green hydrogen. An organized, multifaceted analysis of India's solar-integrated hydrogen policy framework is given in this report. Using new policy scoring methods, it seeks to assess institutional coherence, policy ambition, and execution capability. Coherence Index (PCI) and the Policy Maturity and Ambition Index (PMAI) are crucial here. India's transitional policy maturity is revealed through comparative benchmarking versus global hydrogen leaders, with infrastructure planning and financial instruments surfacing as crucial gaps. The statistical robustness of country rankings is confirmed by scenario-based stress testing, which also emphasizes the necessity of institutional coherence, cross-sectoral incentives, and certification procedures. The National Green Hydrogen Mission, which encourages the generation of hydrogen from renewable energy sources like solar power, is the driving force behind India's solar-to-hydrogen green journey.

Electrolyzer production, availability to renewable energy, and incentives to lower expenses and emissions are all supported by laws and policies.

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## **MINDFUL ENERGY TRANSITIONS: INTEGRATING RENEWABLE INNOVATION FOR SUSTAINABLE AGRICULTURE AND INCLUSIVE RURAL GROWTH IN INDIA**

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Energy access is central to rural transformation and sustainable development, particularly in agrarian economies like India where agriculture remains the primary livelihood. This study investigates the role of renewable energy adoption in enhancing agricultural productivity and financial stability among rural households, while also examining the enabling influence of government support, social participation, and barriers to adoption. Using a cross-sectional survey of 250 farming households across India, data were analysed through Structural Equation Modelling (SEM) using SmartPLS. The findings reveal that government support, barriers to adoption, and social participation significantly influence renewable energy adoption, with social participation emerging as the strongest predictor. Adoption of renewable energy technologies, particularly solar and biogas systems, was shown to directly improve agricultural productivity, which in turn positively impacts financial stability.

This mediating pathway highlights productivity as the critical bridge linking technology adoption to improved household resilience and income security. The study underscores the importance of embedding renewable adoption within a holistic ecosystem of supportive policies, inclusive finance, social networks, and capacity-building initiatives. It also provides practical lessons for policymakers, financial institutions, and local organizations to design integrated interventions that address both technological and social dimensions of adoption. While limited by its cross-sectional design and reliance on self-reported data, the research contributes to theory and practice by situating renewable energy at the nexus of agriculture, finance, and rural development.

**Keywords:** Renewable energy, Agricultural Productivity, Rural Development, Financial inclusion, Sustainability

## THE ROLE OF MINDFULNESS AND LIFE GOALS IN LIFE SATISFACTION

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### Purpose:

The study investigates the interrelationship between mindfulness, major life goals, and life satisfaction, aiming to understand how mindfulness and goal orientation collectively and individually influence life satisfaction. It also explores how demographic factors—such as gender, age, and occupation—moderate these relationships.

### Design/methodology/approach:

A quantitative, cross-sectional research design was employed using standardized instruments: the Mindful Attention Awareness Scale (MAAS), the Satisfaction with Life Scale (SWLS), and a Modified Major Life Goals Scale. Data were collected from 413 adult respondents across various demographic backgrounds through convenience and snowball sampling. Factor analysis and multiple regression analyses were conducted to identify significant predictors of life satisfaction.

### Findings:

Results suggested that certain mindfulness factors—future goal orientation and present-moment awareness—along with the life goal dimension of family and relationship orientation, significantly predicted life satisfaction. Conversely, cognitive preoccupation and inattentiveness negatively influenced well-being. Demographic analyses indicated that the strength and direction of these relationships varied by gender, age, and occupational status, highlighting the context-dependent nature of well-being determinants. The findings underscore the value of integrating mindfulness-based interventions with goal-setting and purpose-alignment frameworks in both organizational and educational contexts.

Mindfulness enhances clarity and intrinsic motivation in goal pursuit, thereby fostering sustained life satisfaction and psychological resilience.

Originality/value:

This study contributes to the growing literature linking mindfulness and goal orientation with life satisfaction by offering an integrated model that combines present-moment awareness with future-directed purpose. It provides empirical evidence for the Mindfulness-to-Meaning Theory, positioning mindfulness as both a self-regulatory and meaning-making process that enhances well-being through intentional goal engagement.

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## **AWARENESS & PRACTICE GAP: AN ASSESSMENT OF AWARENESS AND PRACTICAL ADOPTION OF SUSTAINABLE DEVELOPMENT GOALS 11 AND 12 IN RELATION TO CIRCULAR ECONOMY AND SUSTAINABLE PRACTICES AMONG SCHOOL LEARNERS**

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This study examines awareness and sustainable practices related to achieving the United Nations 2030 agenda, Specifically Sustainable Development Goals (SDG) 11 & 12, among school learners. SDGs 11 & 12 emphasises sustainable, safe and adaptable production patterns and fostering mindful consumption in society.

The main aim of Circular Economy and Sustainability is to keep the value of resources, products and materials for as long as possible. It targets regenerate and reuse them. Today's young generation will be the future decision makers and leaders. Education for sustainable development gives learners the knowledge , skills and values about the Circular economy and SDG concepts.

Previous research indicates that awareness levels among school learners are moderate to high, the actual practice of sustainable behaviours are low. Although values and attitudes instilled at an early age can have a lifelong impact on individual behaviour, there is lack of wide-ranging studies measuring awareness and sustainable practices among young learners.

This study focuses the gap between sustainable awareness and actual practices among school learners. Drawing on the grounded theory of Knowledge, Attitude & Behaviour (KAB), a conceptual model is proposed to examine the relationship between knowledge, attitudes, behaviour and practice.

A survey was conducted with 300 school learners in the city of Visakhapatnam. Data analysis using structural equation modelling (SEM) was employed to test the proposed hypotheses. The study concludes with theoretical and practical implications for enhancing sustainability education and behavioural outcomes among young learners.

## THEME11A MINDFULNESS AND AI/TECHNOLOGY

### MINDFULNESS AS A STRATEGIC CAPABILITY IN AI-AUGMENTED MANAGERIAL DECISION-MAKING: EVIDENCE FROM INDIAN ORGANIZATIONS

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The rapid integration of artificial intelligence (AI) into organizational decision-making has reshaped how managers interpret information, evaluate alternatives, and exercise judgment. In India, this shift is visible across startups, SMEs, MSMEs, and large corporations, where AI-enabled tools support decisions in operations, finance, marketing, risk, and strategy. While AI can improve speed and analytical capacity, it also increases exposure to cognitive risks such as automation bias and miscalibrated trust, potentially weakening decision quality and ethical accountability. This study examines whether mindfulness functions as a strategic managerial capability that improves AI-augmented decision-making by reducing automation bias and enabling calibrated trust in AI systems.

Survey data were collected from 5,000 managers across India, with a deliberate emphasis on startups and SMEs. Regression and bootstrapped mediation analyses provide strong support for the proposed model. Mindfulness is positively associated with decision quality ( $\beta \approx 0.42$ ,  $p < .001$ ) and ethical judgment ( $\beta \approx 0.39$ ,  $p < .001$ ).

Mindfulness is negatively associated with automation bias ( $\beta \approx -0.36$ ,  $p < .001$ ) and positively associated with trust calibration ( $\beta \approx 0.41$ ,  $p < .001$ ). Mediation tests indicate that trust calibration partially mediates the relationship between mindfulness and decision quality (indirect  $\beta \approx 0.17$ , 95% CI [0.14, 0.21]), while automation bias partially mediates the relationship between mindfulness and ethical judgment (indirect  $\beta \approx 0.14$ , 95% CI [0.11, 0.18]). Subgroup analyses show stronger effects in startups and SMEs than in large corporates, consistent with higher managerial discretion and less formalized governance.

The findings reposition mindfulness as a cognitive governance capability that strengthens responsible and effective AI use in Indian organizations.



## COMPREHENSIVE ECOSYSTEM ANALYSIS: 13 DIGITAL MINDFULNESS APPS -A MULTIPLE CASE STUDY FOR ENHANCING MINDFULNESS PRACTICE

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Mindfulness applications include breathing techniques, guided meditation, and awareness activities using smartphones to promote present-moment awareness and nonjudgmental acceptance of thoughts and feelings. Mindfulness applications have minor but substantial impacts on anxiety and depression symptoms when compared to controls based on random effects meta-analysis of 45 randomised control trials (Linardon et al., 2024). Guided by Yin's (2018) multiple-case methodology, this study examines 13 apps categorised as Tier 1 AI Leaders (Wysa, Woebot, Aura, Vital AI, Balance AI, Sattva), Tier 2 Digital Platforms (Headspace, Insight Timer, Healthy Mind, Stop Breathe Think), and Tier 3 Traditional Foundations (Smiling Mind, Medito, Plum Village) using replication logic. Mindfulness applications reinforce pillars through CBT hybrids for decentering, personalisation for attention control, structured programs for present-moment habituation, and anonymity for nonjudgmental acceptance, according to a triangulation of 28 RCTs with app analyses (Macrynika et al., 2024). Hybrid apps allow for scaling at ₹5,900/user/year (Happier Meditation), in contrast to traditional programs that cost ₹3,37,400 per facilitator (Centre for Mindfulness, 2024). According to Headspace's blended RCTs and Wysa's clinician monitored pathways, this study promotes hybrid models that combine digital therapies with clinical escalation to licensed professionals for intensive care needs (Rollwage et al., 2023). Results establish digital ecosystems revolutionise mindfulness access while respecting DPDP 2023 privacy and Wysa's ISO 27001 clinical safety requirements under Indian regulations (Djurisic et al., 2003).

**Keywords:** digital mindfulness apps, AI chatbots, multiple-case study, attention regulation, non-judgmental acceptance, emotional decentering, hybrid clinical-digital integration, data privacy.

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## COGNITIVE CALM: BALANCING MINDFULNESS PRINCIPLES IN AI DECISION-MAKING SYSTEMS

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In recent years, Artificial Intelligence (AI) systems have increasingly influenced decision making across various domains, including the workplace, home environments, healthcare, education, and governance. These rapid advancements have brought efficiency and innovation, but it has also raised growing concerns related to mental health impacts, algorithmic bias, lack of transparency, and the ethical reliability of different AI, Gen AI, Agentic AI tools. At the same time, the rising global burden of mental health disorders has accelerated the adoption of digital health technologies aimed at supporting psychological well-being.

. Artificial intelligence has emerged as a central component of these technologies, enabling personalized, scalable, and data-driven interventions. This paper explores the incorporation of mindfulness principles into AI systems as a potential approach to addressing these challenges. In particular, our paper talks about the concept of Cognitive Calm, a conceptual framework that incorporates foundational mindfulness principles such as awareness, non-reactivity, and intentionality into AI decision-making processes, and uses analogies between mindful human cognition and computational models. It further explores the role that mindfulness inspired mechanisms may play in developing more balanced, adaptive, and transparent AI systems that may further encourage ethical engagement and diminish unintended negative outcomes in human AI interactions, enhance trustworthiness, mitigate harmful bias, and improve human-intelligent system cooperation, and thus help to develop sustainable and responsible AI.

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## UNLOCKING THE AI-DRIVEN SMARTPHONE STRAIN: INVESTIGATING THE PSYCHOLOGICAL IMPACT OF DEVICE DEPENDENCE IN INDIA.

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This research delves into the profound consequences of excessive smartphone usage on cognitive abilities, social connections, mental well-being, and academic achievement among Indian undergraduates. It uncovers the cultural and contextual factors driving smartphone dependence in this demographic. A comprehensive literature review unveils the troubling correlation between smartphone addiction and heightened stress, anxiety, depression, and reduced life satisfaction. Furthermore, the study reveals how prolonged smartphone use diminishes face-to-face interactions, erodes empathy, and fosters feelings of isolation. The research employs Bibliometric analysis for the broad representation of the study, and one-way ANOVA to scrutinise the relationship between students attending Technical and Non-Technical Universities.

Additionally, through multilinear regression (MLR) analysis, the study aims to predict the potential outcomes. A survey among 1051 students reveals a prevalent issue of problematic smartphone usage across the sample. Notably, the research highlights that students' primary motivation for smartphone use is accessing social networking applications, with Instagram taking the lead as the most widely used platform. Surprisingly, the field of study (Mathematical Science versus Managerial Statistics) does not significantly elevate the risk of addiction. These findings empower university administrators to identify specific groups of undergraduates prone to addictive behaviours. Armed with this insightful knowledge, institutions can develop targeted interventions tailored to the unique needs of these at-risk groups, ultimately working towards reducing addictive smartphone behaviours.





Research Implications/Originality: This study serves to identify the neuro motivation factors and their impact on performance across the career curve, highlighting the novel role of mindfulness as a key variable. The proven findings provide actionable insights for management and HR to utilize mindfulness-based strategies to effectively increase neuro motivation, ultimately boosting employee efficiency and overall organizational performance.

**Keywords:** Neuro, Motivation dimension, Career curve, Performance, Extrinsic motivation, Intrinsic motivation, Mindfulness.

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## REVELATION OF REAL SELF THROUGH SIM: SELF INNER MIRROR

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Roger self theory is an important section in every organization in handling employee's personality. Personality is a combination of behaviour, attitude emotion, perception and thought pattern that define an individual. On approach to personality emphasizes the self and it is characteristic. The BPO industry should follow the roger's theory which aims at understating employee's personality for improving work efficiency and job satisfaction and reducing employees stress level. Rogers's theory is important for BPO industry because in these kinds of industry employee have high level stress. Self-theory helps to reducing the stress level. Roger's theory is very essential to safeguard the employee's personality and committed himself to understanding the how attitude, behavior and perception change can come about. Thus the researchers work aims at finding the self-theory & its influence on employee's personality at Siemens Information Private Limited, Bengaluru. The periodical survey to know self-theory on employee's personality at Siemens is carried out with a sample size of 55 respondents. Statistical tools considered for existing study were percentage analysis, chi-square and correlation test. After analysis researchers conclude there is a fairly high degree of positive correlation between theory aspects and renewal trend. Therefore, the study concludes there is a correlation between the elements of theory and the renewal trend.

**Keywords:** Self theory, Personality, Self image, Ideal self, Looking glass self, Real self & OCEAN

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## MINDFUL EMOTIONAL ARCHITECTURE AS DRIVER OF TEACHING EXCELLENCE

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Background: Emotions play a fundamental role in shaping the mindful processes and outcomes of learning within educational contexts. They extend their influence beyond surface-level feelings to deeply impact cognitive functions such as engagement, motivation, memory retention, and academic achievement towards mindfulness.

Objective: 1. To assess teacher's emotions for teaching excellence. 2. To examine teacher's emotions influencing student's outcome. 3. To explore suitable teacher's emotions for student's outcome.

Research Design: This study is based on descriptive research to systematically observe and analyse the emotions and its competencies of teachers without altering or manipulating study variables. The design focuses on identifying school teacher's emotions. The descriptive and non-experimental approach has allowed exploring comprehensive opinion. The population were aged between 22-55 years with diverse demographic background working in that arena. Data were collected using self-administration structured questionnaires.

Findings and Conclusion: The hypothesis that teacher emotions do not affect student outcomes is disproven by substantial empirical evidence and research findings: fostering and regulating positive teacher emotions should be a priority for enhancing student success and well-being.

**Keywords:** Emotional Intelligence, Mindfulness, Teaching excellence, Academic Outcome, Emotional architecture, Emotions.

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## MINDFULNESS AND SUSTAINABILITY IN RURAL TOURISM

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Sustainable tourism has gained increasing attention as a response to the environmental and social challenges associated with conventional mass tourism models. At the same time, mindfulness has emerged as a concept capable of influencing awareness, ethical sensitivity, and long-term decision-making

. This paper examines mindfulness and sustainability through a rural tourism case. Adopting a qualitative single-case study approach for analysing Nilavazhi's value proposition, operational practices, and stakeholder relationships using the Business Model Canvas and a mindfulness sustainability framework. Thematic analysis was conducted to identify patterns linking mindfulness, sustainability practices, and business model elements. This study integrates mindfulness theory, sustainable business model theory and system and ecological thinking, offering a systems-oriented perspective on sustainability. Findings indicate that mindfulness functions as an underlying logic guiding slow tourism practices, conscious consumption, ecological stewardship, and community engagement. The study contributes to sustainability and tourism literature by providing empirical insight into mindfulness-based business models in a rural context.

**Keywords:** Mindfulness, Sustainability, Rural Tourism, Business Model, Case Study.

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## **AN EMPIRICAL STUDY OF SOCIAL MEDIA EXPOSURE AMONG UNDERGRADUATE AND POSTGRADUATE STUDENTS IN GUJARAT: ACADEMIC PERFORMANCE, MINDFULNESS, AND DIGITAL HEALTH**

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The pervasive use of social media has significantly reshaped students' cognitive engagement, learning behaviours, and mental health outcomes. While prior research has established a link between social media exposure and academic performance, limited attention has been paid to the role of mindfulness and digital health as explanatory mechanisms within this relationship. This study examines how social media exposure influences academic performance among undergraduate and postgraduate students in Gujarat, with mindfulness acting as a mediating psychological construct and digital health indicators serving as outcome-related factors. Using a mixed-method research design, data were collected from 483 students across selected higher education institutions and supplemented with qualitative insights from 47 faculty members. Quantitative analysis employed correlation, regression, and mediation testing using SPSS. The findings reveal that excessive social media exposure negatively affects academic performance and digital health, while mindfulness significantly buffers these effects. Faculty insights further corroborate the observed patterns of distraction, reduced attention span, and declining academic self-regulation. The study contributes to digital health and education literature by empirically demonstrating mindfulness as a critical pathway linking social media exposure and academic outcomes. The findings offer practical implications for institutional policy, student wellness initiatives, and digital literacy programs.

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## **BARRIERS TO MENTAL HEALTH SERVICE ACCESS IN HIGHER EDUCATION INSTITUTIONS IN GUJARAT: A COMPREHENSIVE STUDY**

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*The mental health of students in higher education has become a critical concern in the post-pandemic period, as academic pressures, social transitions, and institutional limitations have intensified psychological distress. In India, despite increasing recognition of student mental health needs, access to mental health services within higher education institutions remains uneven and insufficient.*



The findings reveal that Patanjali’s business philosophy fosters a mindfulness-driven organizational environment characterized by simplicity, spiritual grounding, consumer trust, responsible leadership, and the promotion of indigenous knowledge systems. These elements contribute to its unique positioning in the global wellness and FMCG sectors. However, the study also identifies critical challenges, including scalability constraints, quality and product standardization gaps, the need for stronger scientific validation of claims, and the complexities of maintaining brand reputation in a competitive and closely scrutinized market.

The paper concludes that integrating mindfulness into strategic decision-making, innovation processes, and corporate governance can strengthen organizational resilience and foster sustainable business ecosystems in emerging markets. Patanjali’s model demonstrates the potential of culturally anchored, value-driven enterprises to achieve global relevance while upholding social and ethical commitments.

**Keywords:** Mindfulness, Patanjali Ayurved Limited, Sustainable Business, Ethics, HR, Marketing, Global Knowledge Systems, DEI, Wellness Industry, Conscious Capitalism.

## THEME 12A MINDFULNESS AND HEALTH

### NEURO-ADAPTIVE MINDFULNESS: TOWARDS CLOSED LOOP HUMAN-AI SYNERGY FOR COGNITIVE WELLBEING & MINDFULNESS

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Artificial intelligence (AI) now is rapidly transforming the landscape of mental health & mindfulness by offering the potential to create adaptive systems that respond dynamically to human cognitive, emotional & physiological states. This paper explores the conceptual & practical dimensions of AI-assisted mindfulness, proposing a theoretical implementation framework that integrates adaptive feedback, predictive stress modelling, real-time emotional analytics & personalized meditation guidance. By leveraging multimodal sensing including physiological signals, behavioural patterns & contextual environmental cues, AI can facilitate interventions that are not only reactive but anticipatory, enhancing self-awareness, emotional regulation & sustained mental wellbeing. Beyond practical applications, this study also examines the ethical & philosophical implications of AI mediated cognition, emphasizing principles such as cognitive respect, mind-data sovereignty & the preservation of user autonomy. Additionally, the research investigates the role which AI can play in fostering microinterventions, social mindfulness & long-term resilience, positioning AI as a collaborative partner in mental health rather than just a passive tool in the future. By analysing the insights from feedback, affective computing, predictive analytics & mindfulness theory, this study lays the groundwork for future research & practical implementation highlighting an intersection of AI technology, psychology & human consciousness.

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## **PARENTAL PERSPECTIVE: ARTIFICIAL INTELLIGENCE'S INFLUENCE ON GENERATION ALPHA'S COGNITIVE DEVELOPMENT**

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This study examines parental perspectives on the influence of Artificial Intelligence (AI) on the Cognitive Development (CD) of Generation Alpha in urban India, addressing a significant research gap concerning the emerging demographic and the role of parents in shaping children's AI engagement. Drawing on responses from 401 parents, the study employs a self-developed questionnaire and applies Confirmatory Factor Analysis and Covariance-Based Structural Equation Modelling to examine the relationship between AI usage and CD outcomes. The findings reveal that parental perceptions are predominantly shaped by functional and developmental benefits of AI rather than perceived risks. Personalization emerges as the strongest determinant, followed by parental understanding, ease of use, adaptability, and transparency. While concerns related to privacy and reduced human interaction are acknowledged, they play a comparatively limited role in shaping overall parental attitudes. These results suggest that parents primarily view AI as a supportive tool that enhances learning engagement and cognitive growth, rather than as a potential threat. Although the study relies on self-reported parental data and is limited to urban contexts, it offers valuable insights for educators, EdTech developers, parents, and policymakers seeking to integrate AI responsibly into early childhood environments. By foregrounding parental perceptions in an AI-saturated developmental context, the study contributes original empirical evidence from India, where Generation Alpha represents a rapidly growing population, and highlights the need for informed, developmentally sensitive approaches to early AI adoption.

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## **EFFICACY OF A 14-WEEK YOGA NIDRA MODULE ON ANXIETY, LIFE SATISFACTION, AND COGNITIVE FLEXIBILITY: A RANDOMIZED CONTROLLED TRIAL AMONG UNIVERSITY STUDENTS.**

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Background: Intense academic environments increasingly jeopardize the psychological health and executive regulation of university students. Objective: This 14-week randomized, waitlist-controlled trial investigated a structured Yoga Nidra Practice (YNP) module at a leading technical institute in Bharat.

**Methods:** Participants (N=140) were randomized (1:1) to either the YNP intervention or a waitlist control (WC) group. Assessments focused on specific pillars: anxiety (GAD-7), life satisfaction (SWLS), and cognitive performance, evaluated through the Trail Making Test (TMT) and N-back tasks. **Results:** Using an intention-to-treat approach, the YNP group achieved significantly larger improvements than controls in anxiety ( $p < .001$ ,  $r = -0.34$ ) and life satisfaction ( $p < .001$ ,  $r = 0.34$ ). Cognitive assessments revealed significantly higher gains in executive flexibility for the YNP cohort (TMT-B:  $p = .001$ ,  $r = -0.32$ ). While practice effects influenced working memory scores across both arms, YNP participants reported superior subjective mental focus and clarity. **Conclusion:** YNP represents a scalable, dual-benefit intervention that simultaneously mitigates emotional distress and optimizes cognitive flexibility within demanding educational settings.

**Keywords:** Yoga Nidra, Anxiety, Life Satisfaction, Cognitive Flexibility, Executive Function

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## MINDFULNESS, WELLNESS, AND NEURODIVERSITY: A SYSTEMATIC LITERATURE REVIEW

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### ABSTRACT

**Background:** Neurodiversity refers to the natural variation in cognitive functioning, encompassing conditions such as autism, ADHD, dyslexia, and others. The concept of neurodiversity has become an essential component of modern Diversity, Equity and Inclusion discussions. Despite this, neurodivergent individuals face numerous barriers to learning, employment, and social interaction. While mindfulness practices have been widely recognized for enhancing focus and self-control, traditional approaches may not adequately address the different cognitive styles and accessibility needs of neurodiverse professionals.

**Objective:** This systematic literature review aims to identify key challenges and opportunities for improvements by synthesizing findings from fourteen Scopus-indexed studies exploring the intersection of mindfulness, wellness, and neurodiversity.

**Method:** A systematic search of multiple databases was conducted to gather peer-reviewed studies on mindfulness, wellness, and neurodiversity. Studies were selected based on predefined exclusion and inclusion criteria. Extracted data include methodological design, theoretical foundations, mediators, outcomes, sampling strategies, tools, and analysis methods.





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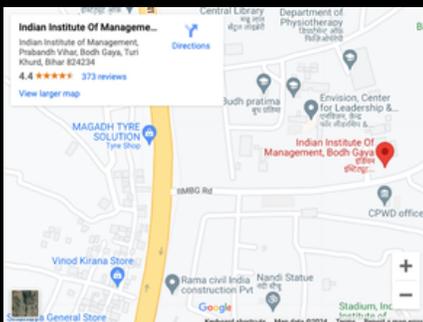
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