Indian Institute of Management Bodh Gaya

presents

1st International Research Conference on Mindfulness
IRCM 2022

3rd - 5th February, 2022

Book of Abstracts
1st International Research Conference on Mindfulness 2022

Books of Abstracts

Editors:
Dr. Nidhi Mishra, Dr. Teena Bharti

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ircm@iimb.ac.in

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The Book of Abstracts

International Research Conference on Mindfulness 2022

(IRCM 2022)

3rd, 4th and 5th February, 2022

Organized by,
Indian Institute of Management, Bodh Gaya

Under the aegis of
Samatvam
The Mindfulness Centre of IIM Bodh Gaya

Conference Coordinators

Dr. Nidhi Mishra
Assistant Professor,
IIM Bodh Gaya
Chairperson, Samatvam - The Mindfulness Centre, IIM BG, India

Email Id: nidhi.m@iimb.ac.in
+91-9142419940

Dr. Teena Bharti
Assistant Professor,
IIM Bodh Gaya
Member, Samatvam - The Mindfulness Centre, IIM BG, India

Email Id: teena.b@iimb.ac.in
+91-7302201571
Directors Message

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
KEYNOTE SPEAKERS

RICHARD BADHAM, PhD
Professor of Management,
Macquarie Business School at Macquarie University

DEBORAH L. SCHUSSLER, PhD
Associate Professor of Education (EdLdr),
Pennsylvania State University

SOUSSAN ABADIAN, PhD
Speaker & Educator in Leadership & Innovation;
Collective Trauma & Cultural Renewal

AMIT BERNSTEIN, PhD
Professor, Clinical Psychology, School of Psychology,
University Of Haifa, Director, Observing Minds Lab

LYNN C. WAELEDE, PhD
Professor, Palo Alto University; Director,
Inner Resources Center, Gronkowski Psychology Clinic;
Director, Meditation and Psychology Emphasis

RICH FERNANDEZ, PhD
CEO at Search Inside Yourself Leadership Institute

SCOTT SHUTE
Head Of Mindfulness & Compassion at LinkedIn,
VP Of Global Customer Operations
WORKSHOP TRAINERS

LORI SCHWANBECK
Mindfulness Based Emotional Intelligence Consultant

RUCHIKA SIKRI
Founder Of Mandala Ventures, Start Up Advisor, Thought Leader

LAKSHMI MENON BHATIA
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MINDFULNESS AND TECHNOLOGY
ARE MINDFULNESS AND SELF-COMPASSION PROTECTIVE FACTORS AGAINST COVID-19 PHOBIA? AN EMPIRICAL EXAMINATION
Sachin Kumar, Assistant Professor*, Tapan K. Panda, Professor and Director**
*Manipal University Jaipur, **Narsee Monjee Institute of Management Studies, Hyderabad, India.

Abstract
Objectives: Studies have reported the psychological impact of Coronavirus including the COVID-19 phobia on individuals across different population groups. However, though mindfulness and self-compassion are thought to influence a variety of mental health issues, not a single study has tried examining the impact of these constructs in the context of COVID-19 phobia. The present study examined the association between trait mindfulness, self-compassion, and COVID-19 phobia among the general adult population.

Methods: A cross-sectional design utilizing responses from 335 adults are used for this research. Short form of “Mindfulness Attention and Awareness Scale”, “Self-Compassion Scale–Short Form” and (20 items) Four Factors Scale of COVID-19 phobia (C19P-S) are used to access the three constructs. The linkage between constructs was estimated utilizing Person correlation, for hypotheses testing, mediation analysis was undertaken by applying Hayes PROCESS macro.

Results: Bivariate correlations showed that higher levels of mindfulness and self-compassion were negatively associated with COVID-19 phobia and its four facets. Mediation analysis found that the association between mindfulness and COVID-19 phobia is being mediated by self-compassion.

Conclusions: The results from the present study suggest that mindfulness and self-compassion can have association with COVID-19 phobia and its four facets. However, longitudinal studies are required to discern the causality.

Keywords- Mindfulness, self-Compassion, COVID-19 Phobia, C19P-S, Mental Health, Phobia, Coronavirus, Covid-19 Pandemic.

ORGANIZATIONAL MINDFULNESS AS A CATALYST POST COVID 19 FOR SUSTAINABLE APPARELS
Dr. Rashi Baliyan, Assistant Professor, Research Supervisor*, Ms. Priya Diwan, Research Scholar*
*SOCM, Lingyas Vidyapeeth, Faridabad

Abstract
In today’s complex environment companies are expected to improvise and deal with current and upcoming demands. Studies of mindfulness are making a new buzz in the management field and also making an impact on the organizations. This trend of research on mindfulness paves a way for transforming people’s motivation towards sustainability. Although, prior research has recognized various factors that contribute to sustainability in the apparel industry, there is little focus on organizational mindfulness as a catalyst agent for sustainable apparels. Post Covid 19 the consumers have become more humanly towards animal cruelty and protection of the environment. This is a literature review paper that directs the role of organizational mindfulness in achieving sustainability in apparel industry. This is an exploratory paper based on primary and secondary research methods. We develop a conceptual model that shows the relation between mindfulness and sustainable behavior, which in turn leads to sustainable consumption. Sustainability has become a wider concept in intense competitive world by focusing on 3 P’s i.e. People, Profit and Planet. Apparel Industry has adopted this Triple Bottom Line approach by using eco friendly products from raw materials to final disposal of clothing. Findings of the research paper provide that organizational
mindfulness has brought a change in the consumption patterns of consumers, which resulted in a rise for the demand of vegan and sustainable products in India in the coming future. This paper is a sincere effort of the authors to identify how organizational mindfulness acts as a catalyst post pandemic for sustainable apparels.

**Keywords**-Organizational Mindfulness, Vegan apparels, Sustainable apparels, Triple Bottom Line, COVID 19.

**ROLE OF SOCIAL MEDIA ADDICTION ON SELF ESTEEM AND MEDIATING EFFECT OF MINDFULNESS**

*Kajul Bharti, Research Scholar*, Dr Akshay Satsangi, Professor*

*Dayalbagh Educational Institute, Agra*

**Abstract**

Now a day social media addiction is very common problem among individuals. Social media addiction has become high concern in society because it is an urge-driven disorder with a strong compulsive component. Mindfulness is described as being in the present moment and self-esteem is defined as respect for one’s own value and importance. Social media addiction is leading toward distraction of mindfulness and self-esteem among individuals. This study has been initiated with a view to understand the social media addiction and its influence on self-esteem a mediation effect of mindfulness. The present descriptive study involved 288 respondents whose data had been collected by means of a snowball sampling method. Confirmatory factor analysis and path analysis has been used to analyse the result. The findings suggest that there is a significant direct impact of social media addiction on self-esteem with or without mediation effect of mindfulness. The study also reveals that there is an existence of partial mediation

**Keywords**- Social media addiction, Confirmatory factor analysis, Self-esteem, Mindfulness, Path analysis.

**ROLE OF ARTIFICIAL INTELLIGENCE AI) AND MINDFULNESS IN BOOSTING THE MENTAL HEALTH AT THE WORKPLACE: A NEW PERSPECTIVE**

*Shalini Garg, Professor*, Surbhi Mahendru, Research Scholar*

*Guru Gobind Singh Indraprastha University, New Delhi, India*

**Abstract**

**Purpose**- The purpose of this paper is to examine the emerging role of Artificial Intelligence in boosting mental health and well-being in the workplace during the Covid-19 pandemic. It also highlights the ways in which Artificial intelligence technologies can help focus on mindfulness and reduce stress.

**Design/methodology/approach** -The current study is a descriptive study based on secondary data collected through the analysis of journal articles, blogs, and an extensive review of concepts and empirical literature.

**Findings**- With our lives speeding up and constantly being connected, stress is a big issue in today's society. This can result in several health issues. The mindfulness technique helps you to be fully present and engaged in the present moment without judging anything. This practice is not only helpful for your mental health, but also for managing your thoughts and emotions. With the help of artificial intelligence, other new technologies, and meditation and mindfulness training, healthcare professionals and patients could calibrate treatment plans more precisely, which could result in improvements.

**Originality/value**- There have been no worldwide improvements in safety or stability. COVID-19 is becoming more stressful and discouraging owing to its global spread and lockdown. Adopting technologies have benefitted workplaces by increasing productivity and efficiency. It also improves profitability and enhances the personalized experience of employees. In addition
to discussing ways to boost mental health and well-being in the workplace, this research also depicts the ways in which AI can reduce stress and focus on the accessibility of mindfulness for everyone.

Keywords: Artificial Intelligence, Mental Health, Mindfulness, COVID-19, Chatbots

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**UNDERSTANDING MINDFULNESS**

**ATTENTION AND DISTRACTED MIND DURING MINDFUL MEDITATION: A REVIEW OF BUDDHIST, PSYCHOLOGICAL AND NEUROPHYSIOLOGICAL PERSPECTIVE WITH AN ANIMATED SHORT FILM USED AS TOOL**

Rajendra Barve, Parivartan

Abstract

Distraction during mindful meditation is ubiquitous. Attention and attention dysregulation has been a subject of deep introspection in Thervada and later in modern psychology. The modern psychology studied it in terms of task executive and default network hard wired habits. The recent neurophysiological research indicates top-down neural network is driven, goal directed and maintains attention. The bottom-up neural network is driven by external or internal stimuli with affective response attributes to dysregulation of task focused or goal driven attention. This corroborates with the Buddhist conceptualization of heedfulness and hindrances or Nivaranas. The animated film clearly demonstrates the process of attention and distraction in the top down and bottom-up neural network of a meditator.

Keywords: Attentional regulation, Task executive neural network, Default Neural network, Emotional hijack

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**MEASURING STATE AND TRAIT MINDFULNESS AT THE WORKPLACE: DEVELOPMENT AND VALIDATION OF A WORKPLACE MINDFULNESS SCALE**

Dr. Shilpa Jain*, Dr. Bhavna Bajaj**, Aarushi Singh*

*University School of Management Studies, Guru Gobind Singh Indraprastha University, **School of Business and Management, Christ University (Deemed to be University)

Abstract

Mindfulness is being aware of what is by paying attention to the present moment while being non-judgmental towards various experiences as they unfold. Over the years researchers have explored two aspects of mindfulness i.e., trait or state. However, the existing scales of mindfulness measure one of the two aspects, and in many cases do not strictly adhere to the definitions of "state and "trait" accepted in literature. The current study addresses this issue and highlights theoretical differences in the conceptualisation of state and trait mindfulness. The present study through an extensive literature review explores the ‘state’ and ‘trait’ aspects of mindfulness. Using EFA, CFA through PLS-SEM measurement modelling the study provides a reflective-formative-formative scale for the measurement of Mindfulness at the workplace by using the psychometric evidence gathered through 207 professionals, and has high internal consistency and suitable reliability. The results of the study indicate that state mindfulness has a four-factor structure (including, attention, awareness of experiences, mindfulness as a process and mindfulness in managerial situations) while trait mindfulness has a three-factor structure (including, attention & awareness, non-judgement of experiences and mindfulness in managerial situations). The current work, therefore, presents a comprehensive, multi-dimensional measure of mindfulness specifically designed to measure both state and trait mindfulness at the workplace. Also, the study delineates the differences in the impact of state mindfulness and trait mindfulness on individual and workplace outcomes.
Keywords: Mindfulness, State Mindfulness, Trait Mindfulness, Scale Development, Self-report assessment, Workplace, PLS-SEM

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**DO WE NEED TO QUALIFY IT? HARNESSING THE RIGHT MINDFULNESS FOR GOOD BUSINESS**

*Anand Saxena, Associate Professor*, *Poonam Sethi, Associate Professor**, *Sunita Gupta, Associate Professor***

*Department of Commerce - *Deen Dayal Upadhyaya College, **Hindu College, ***Daulat Ram College.*

**Abstract**

Dalai Lama was asked if mindfulness itself was inherently ethical. His Holiness responded that “even a suicide bomber would likely have to cultivate some sort of mindfulness” (Whitaker, 2019). What obviously he suggested was not mindfulness per se but the rightful mindfulness. In view of growing, fad-like, reference to mindfulness for personal wellness and for organisational well-being, the term therefore seems to have a self-justifying rationale. The paper thus posits the question stated in its title. Mindfulness has been hailed and occasionally cautioned against. At the one end, it is proposed as a potential cure to the human mind’s distractibility and the organisational vulnerability in the wake of disruptive change that have become neo-normals in the prevalent times. It is hailed as the mind enlightening and heart enlarging practice that has the potential to rid the world of all that ails it. However, at the other end there also have been voices of caution ranging from limits to its therapeutic efficacy to philosophical legitimisation of egotism- individual or organisational. The paper proposes that rather than emphasising mindfulness per se it could be more appropriate to emphasise right mindfulness in the formation of organisational [business] intention/ purpose and influencing business behaviours. The paper, therefore, sets a case for ethical mindfulness in organisational context. Being a propositional paper, it attempts to locate right mindfulness in the organisational and management theories (OMTs). Emphasising that much of organisational behaviour is intentional, the paper draws on the tenets of the theory of reasoned action (TRA) in the formation of organisational intention such that business purpose and business behaviours are directed towards collective flourishing.

**Keywords:** Mindfulness, Organizational Mindfulness, Ethical Mindfulness, Organisation and Management Theory (OMT), Theory of Reasoned Action (TRA)

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**CONCEPTUALIZING MINDFULNESS: A SYSTEMATIC REVIEW AND FUTURE RESEARCH DIRECTIONS**

*Kanika Kohli*, *Nandan Kp Prabhu*

*Manipal Academy of Higher Education (MAHE-MIM)*

**Abstract**

The purpose of this paper is three-pronged: First, to identify the necessary and sufficient conditions of the construct based on the diverse definitions, second, to identify the existing research streams, third, to discuss future concerns and areas of research on conceptualizing mindfulness.

**Design/Methodology/approach:** In this study, the authors used a structured approach to review the various definitions of mindfulness in literature from different viewpoints and themes.

**Findings:** The literature review identifies different schools of thought used to conceptualize mindfulness. The paper analyzes the dimensions and correlates while identifying mindfulness's necessary and sufficient attributes.
Originality/Value: This paper is the first paper to have reviewed the conceptualization of mindfulness by examining the necessary and sufficient conditions of the construct’s attributes, even as it has identified six research streams in conceptualizing mindfulness.

Keywords: Mindfulness, Conceptualization, Trait, State, Process, Insight

TRANSCEND HAPPINESS: A LIVING TRADITION AND LONGEVITY OF LIFE THROUGH BUDDHISM IN BHUTAN

Prof. Aparna Vajpayee, PP Savani University

Abstract

Bhutan has imbibed Buddhist teachings of mindfulness for its people in day-to-day life as a doctrine of public welfare in government policies. The country has made policy doctrine of ‘Gross National Happiness (GNH) with Buddhist philosophy as a ‘core value’ to achieve worldly and non-worldly affaire of nationwide development. The study is published by ‘Bhutan Study Centre’ (2017). The findings of the study are revealing that the GNH policy doctrine is quite helpful in establishing happiness among Bhutanese people. Data is figure-hugging the life expectancy of Bhutanese with happiness in life. Bhutan as compared to the Western world and other South Asian countries can achieve more happiness in life with the spiritual practice of Buddhism imbibe in Gross National Happiness (GNH). Furthermore, the Western world and other South Asian countries focus more on a rudimentary measure of materialistic achievements to establish happiness among its people. Spirituality is less used as an effective stratagem in giving real happiness to its people by most of these nations and is considered ingenuous as an indicator of happiness. The study is accomplished with the help of secondary data published by ‘Bhutan Study Centre’ (2017) and the data of average life expectancy. Findings are establishing that spirituality of GNH is a significant instrument to achieve happiness with increased longevity of life.

Keywords: Eternal happiness, GNH as a Policy, Happiness in Bhutan, Transcend Happiness

MINDFULNESS AND SUSTAINABILITY

MINDFULNESS IN TOURISM TO DEVELOP RESILIENCE IN POST-COVID-19 FOR SUSTAINABLE TOURISM INDUSTRY

Joshu Ajoon*, Venkata Rao**

*Independent Researcher, India, **Pondicherry University, India.

Abstract

Tourism is an activity reliant on human behaviour, emotions and cognition. Mindfulness is considered as an exercise of meta-cognition and can be interpreted as an intervention for enhancing an individual’s control of their behaviour and cognition. This depicts a positive association between tourism and mindfulness. Mindfulness emerged as a state of consciousness of the current situation by accepting the feelings and information in an open and non-judgemental manner. It is suggested that for a successful transition towards a sustainable society, it is crucial to stimulate the transformation of the inner dimension of the individual. The inner dimension is a concept linked to consciousness and changes in values and behaviour, thereby manifesting the connection of mindfulness in sustainability. This narrative review paper reviews the existing relevant scientific publications to create an understanding of the conceptual and application level as well linkage between mindfulness and sustainability. The paper then reviewed the literature to relate mindfulness with organisational context and identified that
mindfulness was used in organisations to bring sustainability and resilience. The paper finally reviews relevant literature to know the relationship between mindfulness and tourism to reflect the potential of mindfulness to foster sustainability in tourism. Interpreting the reviews made on mindfulness and the three dimensions, sustainability, organisational context and tourism, it is identified that mindfulness intervention in tourism is highly relevant to promoting resilience in tourism. Hence, the review paper concludes that mindfulness in tourism can help promote resilience and foster sustainability in post-COVID-19 tourism.

**Keywords:** Tourism, Mindfulness, Resilience, Sustainability, Organisations, COVID-19.

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**MIGRANT WORKERS, FARMERS, UNEMPLOYED RURAL YOUTHS--FRESH THINKING IN THE BACKDROP OF GROUND REALITIES ABOUT SUSTAINABLE LIVELIHOOD FOR THEM THROUGH INNOVATIVE MEASURES IN POST COVID-19 ERA**

*Runajit Kumar Bandyopadhyay*, R.K. Banerjee**

*Assam down town University, Guwahati, **Assam Downtown University, Guwahati

**Abstract:**

This Paper endeavours to bring forth the pathetic condition of the general public amidst the bad shape of the Indian economy due to COVID-19. To arrest the spread of the pandemic, the authorities imposed lockdown as an emergency step, but they failed to anticipate the result causing havoc for all in the society. This step needed to be taken after a thorough examination from a moral background.

During the lockdown, inter-State migrant workers could reach home after facing a lot of troubles en route. Most of them belong to the economically weaker section without any sustainable livelihood in their home States and, therefore, reach other vibrant States in search of job. The Author has tried to delve into the exact state of affairs through personal interactions with them.

Worries of the farmers are linked to the ownership of agricultural land. Land is very much crucial for them to practise gainful farming with expert advice and government support.

A strong and safe base of farming will ensure retaining the farmers and agricultural workers (with no other professional expertise) engaged in agriculture and achieve sustainable livelihood.

Beside the agricultural sector, the Author has suggested to train the people of the target group in innovative and emerging entrepreneurship through institutional guidance. To the best of the knowledge of the Author, the set of suggestions made in this Paper is quite unique and promising. The entire process requires mindfulness in the behaviour and actions of the authorities and the general public.

**Keywords:** Inter-State migrants, Pandemic, Sustainable livelihood, Entrepreneurship, Infrastructure

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**A WAY TO DISCARD THE UPHEAVALS FROM THE ECOSYSTEM: A MINDFUL WAY TO SUSTAINABILITY.**

*Soumita Mitra, Indian Institute of Technology (Indian School of Mines), Dhanbad

**Abstract**

The situation that the world has witnessed, due to the outbreak of Covid-19, can be counted to be the repercussions of uncontrolled human interventions in the ecosystem. Over the past years, environment and its wild habitat has been undergoing constant human onslaughts. Humans have been making extensive use of not only the natural resources but have also dragged
the life of its inhabitants to the verge of extinction. Nature and its resources has been provided on Earth for humans to survive. They are meant to serve the needs but not the greed’s. As per law of Food Web, each member of the ecological community is depended on one another for food. Thus, utilization of things extracted from nature is justified, as long as, it doesn’t go on creating ecological imbalance. Thus, the work would actively discuss what are the man-made constraints affecting the environment, leading to variations in climatic conditions. It would accentuate that how abrupt changes in the ecosystem affects and disrupts the normal life of the inhabitants of this planet. Thereby, it would also analyze and explaining the reasons or the psychology behind humans undertaking destructive measures and how being mindful can solve such dilemma.

**Keywords:** climatic variatCHANDions, environmental degradation, global warming, mindfulness, sustainability.

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**A STUDY ON MINDFULNESS IN SUSTAINABLE AND VIRTUOUS MANAGEMENT DURING WORK FROM HOME.**

*Malathi Devi, Asst. Professor, APGCR and Research Scholar*, K.G. Chandrika, Dean, Faculty of Management*, Vijaya Sadha, Asst. Professor, ALSA and Research Scholar**

*Osmania University, **K. L Deemed university

**Abstract**

Mindfulness is the founding capacity for a person to take up any activity, including employment. Mindfulness optimizes the productivity. Healthy mind relieves the stress and support qualitative thinking. Fresh mind supports novelty in thinking and as well in execution of thoughts. Modern work culture has been struggling for increasing the percentage of mindfulness through various activities like yoga, gym, paid vacation etc. Covid-19 pandemic has created a new work culture in the name of work from home. During the adaptation of new work culture, they were facing certain challenges. While overcoming the challenges and settle themselves, they found that Work from home is facilitating mindfulness. Accordingly, the demand is growing for hybrid work culture. This empirical analysis shows the Adaptability, Accessibility, Admissibility, Feasibility, Flexibility and Interoperability as the beneficial factors for the employees and organizations. This study has proved that the remote work culture has improved the environmental factors towards minimal pollution. Mindfulness has been enjoyed by the employees during this work from home in spite of certain challenges. The difficulties faced by the employees during work from office, have been transformed into advantages towards mindfulness. Work from home has created certain challenges like work-life balance, extended working hours etc. but a scientific approach may resolve the concerned challenges. Work from home with mindfulness is facilitating the employees to overcome the challenges by adopting new technologies and strategies.

**Keywords:** Mindfulness, Pandemic, Remote working, Environment, Sustainability

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**SUSTAINABLE DEVELOPMENT THROUGH SPIRITUAL TRANSFORMATION FOLLOWING EGO TRANSCENDENCE**

*Dr. Anita Walia, JAIN (Deemed to be University), Bangalore, India.*

**Abstract**

As Human Being, we have seen tremendous progress and achievements in science and technology. We have learnt to fly with reliable metal birds, exploring outer planets, the phenomenon of computing has taken our lives to the next level. Smart phones have taken over our communication needs. Sometimes, we feel that phones have become smarter leaving us where we were. Having explored and understood the external world to such a great extent, how much of the inner world do we understand? We want to happiness forever and we are trying to find that happiness in material achievement. But even great material
achievements fail to bring peace and happiness. Why? Because of Ego, the major cause of our emptiness, miseries and failures. What then is the solution? We are body, mind and soul. Body is apparent form, mind subtle, and formless soul is the real person. Egoistically lost in mind-body form, we experience its miseries. We can attain blissful soul through spirituality ego-transcendence and Sattvik karm. Spirituality comprises discovery of formless soul within, understanding its theory, and practice of its prin-ciples.

This main objective of this paper is to research on egotist transcendence, non-attachment and Satvik Karm. This paper is a conceptual or literature review paper. As the paper draws upon wisdom of soul realisation, through the literature from Gita, Yogutr, and works of Swami Vive-kanand. It presents a simplified theory and practice of ego transcendence and satvic karma. The finding of the paper suggests that the practice of ego transcendence and sattvic karma can trans-form our mind-body self-consciousness into universal-consciousness and mental-physical miseries into spiritual bliss and fulfillment. Blissful transformation of life and management begins with us.

Keywords: Blissful transformation, ego-transcendence, Sattvik karm, real self, soul, mind-body form, ego

MINDFUL LEADERSHIP

THE ROLE OF MINDFULNESS, PSYCHOLOGICAL CAPITAL AND PSYCHOLOGICAL CONTRACT ON THE WELL-BEING OF ORGANISATIONAL LEADERS: A THEMATIC ANALYSIS

Gaddam Rahul Paul*, Syed Khalid Perwez*, H.Ramaseshan**

*VIT Business School, VIT, Vellore, Tamil Nadu, **School of Mechanical Engineering, VIT-Vellore, Tamil Nadu

Abstract

Quality of life’ is a multifaceted term affected by objective and subjective elements such as the assessment of a person’s cognitive, physiological, interpersonal, and emotional components. Strategic vision, inventiveness, and emotional wellbeing of organisational leaders are necessary to attain goals, and these are linked to a variety of personal resources. The study’s goal was to look at the links between psychological capital and two measures of quality of life—life contentment and flourishing—using a social psychology perspective, with a focus on the role of boldness as a mediator. The research emphasised on the role of mindfulness, psychological capital, and psychological contract on the well-being of leaders. The secondary data analysis method, formed the basis for the thematic analysis. The research has developed specific inclusion and exclusion criteria while searching for relevant journal articles in various search engines such as Scopus, PubMed, and google scholar (Goldberg et al., 2018). The chosen journal articles were then screened using the PRISMA method. For the purpose of data analysis, a thematic table was developed and thematic analysis has been conducted using all the variables. This analysis shows the relationship between the independent variables and its impact on the well-being of organisational leaders.

Keywords: Mindfulness, Organisational Leaders, Positive Psychology, Psychological Capital, Psychological Contract, Thematic Analysis

COMPARISON OF THE CONCEPTUALIZATION OF CONSCIOUS LEADERS FROM EASTERN SCRIPTURES WITH MODERN VIEWS: FOCUS ON DIMENSIONS OF CONSCIOUS LEADERS

Reetika Jain, Faculty of management studies

Abstract
Consciousness has become the subject of growing scientific interest. The paper focuses on the conceptualization of conscious individuals in the various ancient scriptures using content analysis. Our review found the following components to be associated with the concept of conscious individuals in the Scriptures: compassion, forgiveness, tolerance, Fearlessness, Equanimity of mind, control of senses, Yoga and meditation, peace, Content, Love for almighty, truthfulness, Free from greed, Self-reliant, Pure heart, Self-knowledge, Karm yogi, free from anger, Rational attitude, happy. Further, a comparison of conceptualization of Conscious individuals from scriptures with that modern scientific literature on conscious leadership shows several similarities. We believe that the concepts of consciousness leadership are relevant for the business nowadays.

**Keywords:** Consciousness, Conscious Leadership, Content Analysis.

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**EXPLORING MINDFULNESS AND LEADERSHIP DEVELOPMENT: LESSONS LEARNT USING GROUNDED THEORY TO STUDY THE PERFORMING ARTS**

*Vimal Babu*, *Vipin Kumar**

*SRM University AP India, **BT India*

**Abstract**
Koodiyattam is a 2000-year-old traditional performance art form in Kerala, India. It has been designated by UNESCO as a Masterpiece of Humanity's Oral and Intangible Heritage. Earlier, Koodiyattam plays lasted from 10 hours to 41 days and were performed as rites in temple precincts. It is a hybrid of old Sanskrit theatre with elements of the song, dance, and music used to narrate epic stories. It is an indigenous performing art that dates back to the Sangam period.

The paper investigates the art form, Koodiyattom, to explore an understanding of mindfulness and its impact on the leadership development of performing artists of Koodiyattom. We are engaged in developing a conceptual framework for the relationship between mindfulness and leadership effectiveness in this qualitative study. Grounded theory methodology was used for the purpose of theory construction. The impact of mindfulness on leadership attributes and behaviours which promote strong relationships between the leader and followers is found to affect leader effectiveness. Theoretical reflections on the relationships between the relevant themes are provided in-depth. The connections between mindfulness mechanisms and leader attributes and behaviours are particularly intriguing.

**Keywords:** art form, framework, grounded theory, leadership mindfulness, performing artists

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**INDIAN PERSPECTIVES ON MINDFUL LEADERSHIP**

*Anuradha Sathiyaseelan*, *Sathiyaseelan Balasundaram*, *Michael Zirkler**

*Christ University, **Zurich University of Applied Sciences*

**Abstract**
It is generally believed that practice of mindfulness has its roots in ancient eastern tradition of Buddhism. However, there is ample evidence that ancient Hindu texts lay stress on meditation, silent contemplation and acceptance of things as they are, which is the essence of mindfulness. Upanishads – a collection of Indian religious and philosophical thoughts written probably between 800 BCE to 500 BCE – describe meditation, often suggesting use of a chant or a mantra. Mindfulness practice in Hindu tradition emphasizes silent meditation – with or without use of chants or mantras – to calm the mind.

Mindfulness enhances directed awareness and allows for examining problems or issues from different perspectives and stimulates wider thought. Mindfulness approach calms the mind, can enhance insight and clear the mind for experiencing ‘aha’ moments.
A mindful approach by leaders when dealing with issues at hand, helps team members relax, create safer spaces for creative exploration, allowing for deeper understanding and supports problem solving through generation of innovative and creative ideas. The mindfulness leadership approach aids flexibility and thought clarity. Other advantages of a mindful leadership approach include leading by example, appreciation and recognition of team efforts, humility, openness to feedback, awareness of own thoughts, emotions, speech and behavior, ability to read people, situations and ask relevant questions, intuitiveness, receptiveness to change, willingness to adapt, willingness to change, ability to effectively engage with employees and situations.

Keywords: Mindfulness, Buddhism, Hinduism, Leadership

MINDFULNESS BASED INTERVENTIONS AND PRACTICES

JOINING MINDFULNESS AND CHARACTER STRENGTH PRACTICES (MBSP) A POSITIVE MINDFULNESS-BASED APPROACH TO THE WORKPLACE WELLNESS

Rosy Kulandaiammal*, Hesi S Hebert*
*Christ University, Bengaluru

Abstract

Positive psychology and mindfulness interventions established themselves as powerful applications in concern to mental health in the workplace. They enable the optimal functioning of the individual as well as assure holistic wellness, bio, psycho, emotional, social, spiritual, and cognitive health. Hence, mutual enhancing of positive mechanisms and mindfulness could positively affect positive mental health. Build on this, Mindfulness-Based Strength Practice (MBSP) bridges positive psychology and mindfulness by joining character strengths and mindfulness. The studies show MBSP bolsters wellbeing, performance, engagement, meaning, positive relationships, management of stress, and team-building among employees. Here mindful awareness turns towards strengths rather than the restoration of deficits compared to other mindfulness practices. While mindfulness emphasizes ethics and virtues in practice, MBSP is the first mindfulness-based program to fulfill the criteria by incorporating strengths and virtues. Hence, combined character strengths and mindfulness practices could create values, ethics, a socially responsible and environmentally concerned work environment. Also can facilitate a healthy, meaningful, positive work-life. As an evolving approach, it has a lot of scopes in the effective functioning of the diverse field of professions

Keywords: Character strengths, Mindfulness, MBSP, Employee wellbeing, Positive workplace

THE EMOTIONAL LABOUR INSTRUMENT (ELI): A SCALE FOR SERVICE EMPLOYEES

Anshika Sharma*, Prof. Patiraj Kumari*, Aditi Gupta*
*Garukul Kangri Vishwavidyalaya, Haridwar

Abstract

Purpose – The goal of this study was to "create and validate" an emotional labour instrument (ELI) with psychometric features capable of evaluating EL in a variety of service industries, including hospitality. Design/methodology/approach - The data of 150 employees from three, four, and five-star hotels was gathered and assessed for factor analysis (FA) including exploratory factor analysis (EFA) for which SPSS (version 25) was used. The dimensions covered surface acting (SA), deep acting (DA), natural felt emotions (NFE), emotional termination (ET), and emotional intelligence (EI).
Findings – Comprehensive ELI is a 16-item self-reported questionnaire that examines five dimensions of EL. It has a high level of reliability and validity.

Originality/value – Current study is empirical, and it is based on a review of a number of previous investigations that resulted in ELI 16 components. The study was carried out in stages to make it easier for newcomers to understand. This scale does its best to assist researchers who are reviewing a complex, step-by-step prepared questionnaire.

Keywords: Reliability, Validity, EFA, Emotional Labour Instrument (ELI)

MEDITATION AND MINDFULNESS INTERVENTION: AN APPLIED TECHNIQUE FOR DECISION MAKING AND STRATEGIC ALLIANCE

Dr. Nitin Kulshrestha*, Dr. Sanjay Rastogi*
*Christ (Deemed to be) University

Abstract

"Sound Decision Making" is a typical phenomenon for all of us from birth to death, especially when it comes to management decisions, which we would be more particular about. This research focuses on "Meditation and Mindfulness Intervention" as a technique for strategic alliance and management decision-making.

Meditation with the help of "Nadi" align seven Chakras (the natural wheel of energy receptors from the universe to be balanced), which leads to mindfulness. Planning, organising, directing, controlling, and co-ordinating are just a few of the managerial functions that mindfulness can help with. All of these managerial tasks contribute to the formation of strategic alliances in order to get a competitive advantage in the industry.

Meditations is the way to connect with Cosmos, and reached to the level of mindfulness. Once we reach to that level, as management professional its easier for us to make sound decision and strategic alliance.

Keywords: Cosmos, Mindfulness, Chakras

ROLE OF GENDER IN MINDFULNESS: A STUDY OF INDIAN B-SCHOOL STUDENTS

Komal Kumari*, Teena Bharti**, Nidhi Mishra**
*Research Scholar, **Assistant Professor, IIM Bodh Gaya

Abstract

"Mindfulness" refers to an attentive state of mind that reflects that the attention is entirely in the present moment. The current study tries to explore the relationship between mindfulness and demographic variable like gender in Indian context. The sample (n=172) was collected via random sampling technique from B-schools in India. The authors applied descriptive statistical techniques and ANOVA to understand the relationship between the concerned variables. The results depicted that male and female students had similar average mindfulness dispositions, but female students had a more comprehensive range of mindfulness dispositions as compared to male students.

Keywords: Gender, MAAS, Mindfulness, Stress

MENTAL WELL BEING THROUGH MINDFULNESS: THE SHRIMAD BHAGAVAD GITA PERSPECTIVE

Monika Singh*, Prof. Abhijeet Singh*, Ashish Kumar Gautam*
*Banaras Hindu University

Abstract
Bhagavad-Gita, an ancient Indian spiritual and philosophical scripture is more than 51 centuries ago. It is a sermon given by Lord Krishna to Arjuna explaining the ideal technique of life which evokes the spirit of Mindfulness in Arjuna by encouraging him to focus on awareness of the present moment while embracing the mind instead of being a slave to it. The modern definition of Mindfulness is awareness, open and receptive attention toward whatever is happening at present within and outside. This paper attempts to enrich the notion of Mindfulness through Srimad Bhagavad-Gita. From the methodological perspective, the present work is a product of an arts-based Hermeneutical interpretation of a historical text that has developed significant links to cultural practices and personal experiences. Though the concept of Mindfulness has been originated and defined in numerous literature and religions, the present work is concentrated exclusively on the Bhagavad Gita’s view on Mindfulness through its selected verses. This indicates that how the practice of mindfulness enhances the mental and personal well-being of individuals.

Keywords: Awareness, Bhagavad Gita, Buddhism, Hermeneutics, Mahabharata, Mindfulness, Mental Well Being

MINDFULNESS MARKETING

MINDFULNESS AND MINDFUL CONSUMPTION: DOES MINDFUL ADVERTISING LEAD TO TEMPERANCE IN CONSUMPTION?

Amir Shikalgar, PhD Scholar*, Dr. Preetha Menon**, Dr Vaishali Mahajan***

*Symbiosis International (Deemed) University, Pune, Maharashtra, India, **Head of Department & Associate Professor of Advertising & Branding, FLAME University, Pune, Maharashtra, India ***Head of the Department- Marketing & Faculty In-charge- Exams, Symbiosis Centre for Management & Human Resource Development.

Abstract

Mindfulness and Mindful Consumption (MC) are two powerful, yet different ideas that have the potential to transform consumption mindset and behaviour as a part of customer-centric sustainability. Though sound theoretical models exist for both, greater understanding is needed to unravel how mindful mindset is shaped by mindfulness and its manifestation into the moderation of consumption. Limited empirical evidence is available which evaluates the influence of mindfulness on consumption from the perspective of consumers. This research paper attempts to bridge the gap through an experimental testing of MC model proposed by Sheth, Sethia and Srinivas (2011). It investigated the relationship between the degree of mindfulness and level of temperance in consumption, using online purchase simulation. Mindful advertising, with a clear message to demand organic, fair-trade and recycled products but buy less, was added as a moderator to ascertain its influence on purchase decision. Outcomes of this experiment demonstrated a strong buying preference for the mindfully advertised brand followed by abstinence in consumption. Though a predictive relationship between the mindfulness score, computed using 15-items Five Facets Mindfulness Questionnaire (FFMQ) and moderation in consumption remained elusive, these results have implications not only for academicians but also for marketing professionals in strengthening the business case of promoting mindful consumption. Future research in mapping mindset theory (Gollwitzer, 1999) to MC model or monitoring neurobiological changes in brain while watching mindful advertising would help unravel how mindful behavioural choices are made by consumers. Mindful organizations need to embed the philosophy of MC through mindful marketing communication, especially mindful advertising, as a part of sustainability strategy to show that they care for people and the planet and not just profits

Keywords: Mindfulness, Mindful Consumption, Mindful Mindset, Consumption Behaviour, Mindful Advertising, Customer-centric Sustainability

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IMPACT OF CONSCIOUS PROMOTIONAL STRATEGIES ON MINDFUL MARKETING AND CONSUMPTION PRACTICES: A STUDY OF LEADING RETAIL START-UPS IN INDIA
Rachit Shrivastava, Research Scholar*, Prof. S. K. Dubey*
*Banaras Hindu University.

Abstract
The article is an effort to combine two strategic orientations with the notion of mindfulness for the first time. It looks at the close connection between market and value orientations and how they work together to create thoughtful marketing. It also looks at the function of two new marketing concepts: conscious promotional strategies and value co-creation in terms of mindful marketing. The ultimate goal of Mindful Marketing is to create a demonstrable moral change in a world influenced by marketing. The present study checks the impact of conscious promotional strategies and its adaptation on mindful marketing and consumption practices. The study proposes a quantitative study that used questionnaires for the purpose of data collection and used regression analysis for the same. The final result of the study showed the positive effect of conscious promotional strategies on adaptation of mindful marketing and consumption practices taking retail start-ups in Indian context as the basis. A strategy-based, branded approach, on the other hand, could be the way to go to a code of marketing ethics that takes into account a variety of viewpoints that is current, interactive, and most importantly, timely that individuals are more likely to remember and apply move the commercial morality needle.

Keywords: Mindful Marketing and Consumption Practices, Promotional strategies, Retail.

ROLE OF EMOTIONAL MARKETING IN MINDFUL MARKETING AND CONSUMPTION
Tania Chauhan, Research Scholar*, Dr Sarvesh Kumar, Assistant Professor*
*Central University of Himachal Pradesh

Abstract
The uncertain and dynamic situations in today’s time have made human beings more cautious, more aware, considerate and mindful about how they lead their lives thus making them extremely cautious about what they purchase and consume in order to lead healthy and purposeful life. The recent pandemic times have surely affected many individuals’ mind-set and have led to a psychological drift after which people have become even more considerate and mindful about their buying and consumption related behaviour. The paper focuses on understanding how the brands are and can touch the lives of the consumers by fulfilling their unstated emotional needs and thus by doing so how it can further lead to mindful marketing and consumption. The direct observation and the participant observation methods used in the study shows that consumers have become even more thoughtful and mindful about their purchase and consumption decisions ever since the pandemic and highly associate themselves emotionally with the brands thus requiring for more emphasis on the part of marketers to be mindful while offering their services in the market.

Keywords: Mindful marketing, emotional attachment, purchase decisions, consumption decisions.

A STUDY ON THE EFFECT OF CONSUMER MINDFULNESS ON SERVICE QUALITY PERCEPTION IN HOME APPLIANCES
Tania Thomas, Research Scholar*, Dr Babu Michael, Professor*
*SB College, Chaganassery

Abstract
Service quality is a key differentiator between brands in competitive markets and is found to influence the consumer choice significantly. Thus, enhancing service quality has become a priority of marketers. This study examines the role of ‘mindfulness’ in enhancing service quality perception with a focus on home appliances. Data were collected from 104 IT professionals in Kochi, Kerala, India using a purposive sampling approach. The results confirm that mindfulness has a positive effect on the dimensions of service quality perception. No significant differences were noted between high and low mindful consumers in the perception of service quality dimensions. The study invites the attention of organizations to focus on consumer mindfulness at each stage of service encounter so as to enhance the service quality perception.

**Keywords:** Consumer mindfulness, service quality perception, after sales services

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**ROLE OF MINDFULNESS IN VARIOUS SECTORS**

**THEORETICAL UNDERPINNINGS ON MINDFULNESS OF EMPLOYEES IN THE HOSPITALITY SECTOR - A NARRATIVE REVIEW OF THE EVIDENCE**

Melanie Andrade, Research Scholar*, Dr. Ankitha Shetty, Assistant Professor – Senior Scale and Research Coordinator*

*Department of Commerce, Manipal Academy of Higher Education

**Abstract**

In recent years, the concept of mindfulness has garnered much interest in the business and research world. It is seen as an effective technique to improve mental health and well-being of employees. Studies have shown that mindfulness practice can also increase employee productivity at work. However, the application of mindfulness for employees in the hospitality sector is still in its nascent stage. Drawing on the available literature on mindfulness in the hospitality industry, this paper attempts to consolidate the evidence on the effectiveness of mindfulness practice on employees in this volatile and dynamic sector. The hospitality industry, with its prime focus on service, is one of the most demanding and stressful workplaces for employees. This review paper discusses in detail the role of mindfulness in helping hospitality employees deal with stress, depression, anxiety, burnout, and emotional labor, peculiar to this industry. Covid-19 has increased the levels of stress and insecurity in the industry and consequently the absenteeism turnover ratio. This paper corroborates the effectiveness of mindfulness practice in lowering absenteeism levels and turnover intention. It also attempts to synthesize evidence on the relationship between mindful employees and work environments. This review also examines the various mindfulness-based intervention theories. This synthesized literature has implications for hospitality managerial practice, human resource policy development, employees at all levels in the hospitality industry, business coaches/trainers, educationists, students pursuing hospitality management, and for researchers. It provides a basis for further research regarding mindfulness effectiveness in various segments of the hospitality industry and designing mindfulness interventions in the hospitality sector.

**Keywords:** Mindfulness, mindfulness impact, mindfulness practice, hospitality, hotels, restaurants, mindful employees

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**WHAT MINDFULNESS MEANS FOR PERSONS WITH DISABILITIES AT WORKPLACE**

Shalini Garg, Research Scholar*, Aarti Sehgal, Research Scholar*

*Guru Gobind Singh Indraprastha University Sector - 16C, Dwarka, New Delhi - 110078 (India)

**Abstract**

Purpose: Purpose behind this study is to find out what mindfulness means for persons with disabilities at workplace. One of the most important reason for conducting this study is to understand the term from organizational perspective with special reference to diverse workforce. Design/Methodology/Approach: Qualitative technique has been used, wherein PwDs interviewed and their opinions & experiences have been taken to get clear understanding about mindfulness. Findings: Various
situations have been reported wherein differently abled employees realize the lack of awareness and consciousness about mindfulness. Moreover, it has also been observed that the organizations have just started taking mini steps towards creating mindful culture. Therefore, there is a room for taking concerted efforts. Originality/Value: This study is original in nature and has not been published anywhere else.

**Keywords:** Mindfulness, Job Satisfaction, Practices, Persons with Disabilities (PwDs) etc

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**EXAMINING RELATIONSHIP OF WORKPLACE MINDFULNESS WITH WORKPLACE DAYCARE CENTER AND EMPLOYEE ENGAGEMENT.**

*Dr. Medha Kulkarni, Assistant Professor*, *Dr. Rushina Khan, Assistant Professor*, *Mr. Vaibhav Vasundekar, Assistant Professor*

*Department of Master of Business Administration, Deogiri Institute of Engineering and Management Studies, Aurangabad.

**Abstract**

In the past few years, exploration on workplace day care centers, mindfulness and employee engagement has mushroomed across several lines of learning. Evidences across different field’s advocates that mindfulness has a connection with various facets of workplace functioning, hence it becomes significant to realize it. Increased levels of mindfulness lead to an enhanced level of individual psychological prosperity, which strongly support the effect of mindfulness on work engagement. However, little work has been done on understanding the relation of day care centers from a workplace perspective. As stated in earlier research, mindfulness can be trained and therefore it can become a part of an individual's life. Although some researchers have focused completely on the attention component of mindfulness, the hypothesized link between mindfulness, workplace day care center and employee engagement are outlined in this current paper. The purpose of the current study is to cover both the study of mindfulness and employee engagement and its relation with workplace day care centers. It assesses the available evidence and supports the hypothesis that workplace mindfulness and employee engagement improve in presence of workplace day care centers. The study takes into consideration the perception of women employees returning to work after maternity breaks. Workplace day care centers helps in reducing stress and burnout of women employees thereby increasing work life balance and engagement levels. This article reviews the available literature supporting the hypothesis that mindfulness supports job performance and work engagement. It also sketches mindfulness as a multidimensional construct which helps organizational effectiveness. Testing the hypothesis in service sector context, using regression model, we find support for a positive relationship between workplace day care centers and mindfulness. We also conclude positive relation between mindfulness and employee engagement.

**Keywords:** mindfulness, workplace day care center, employee engagement, maternity break, women employees etc.

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**MINDFULNESS AND ITS IMPACT ON SPORTS PERFORMANCE AND WELL BEING OF ATHLETES: A LITERATURE REVIEW**

*Dr Shalini Garg, Professor*, *Chanchal Phore, Research Scholar*

*Guru Gobind Singh Indraprastha University, New Delhi, India*

**Abstract**

Purpose This paper aims to synthesize the available literature focusing on mindfulness-based interventions and their effect on sports performance and sports performance-related variables, namely, flow. The performance of an athlete also depends
on his mental and physical health therefore, this review also focused on the association between mindfulness and the well-being of athletes.

Design/Methodology/Approach A structured literature search was conducted by researchers to identify and select relevant studies using electronic databases, namely, Web of Science and PubMed. Once decided, the keyword categories were combined with the Boolean operators ‘AND’/‘OR’ to search for articles in different databases, and research papers that were overlapping after searching different databases have been removed to avoid any kind of duplication.

Findings This study explores Mindfulness and Sports performance literature, which will provide valuable insights to sports psychologists, athletes, and coaches. This review shows that most of the studies have concluded that athletes have benefitted by adopting mindfulness training in terms of enhanced performance, increased flow, improvements in attention, and enhanced well-being. Although this review gives some evidence regarding the effectiveness and efficacy of mindfulness-based interventions in enhancing sports performance, flow, and wellbeing, it is still recommended that more extensive and high-quality research studies are required in diverse sports settings. Originality This review not only focuses on sports performance as an outcome of mindfulness training Intervention but also throws light on sports performance-related variables. Another important 3 aspect of this review paper is that it also focuses on the well-being of athletes

**Keywords:** Mindfulness, Sports Performance, Flow, Well-being, Mental Health, Review

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**WORKPLACE MINDFULNESS AND EMPLOYEE WELLBEING**

**A STUDY ON EFFECT OF MINDFULNESS ON INDIVIDUAL WELL-BEING AND AT WORK**

*Seema Sangwan, Research Scholar, IMSAR, MDU Rohtak*

**Abstract**

Purpose: The purpose of this work is to investigate and grasp the notion of mindfulness. To succeed in today's competitive climate, we must overcome stress and remain positive in any situation in order to keep our eyes fixed on our goals and objectives.

Methodology: The paper will examine the impact of Mindfulness on both personal wellbeing and the professional environment. Stress symptoms will be discussed, as well as some stress-relieving mindfulness methods.

Findings: A healthy mind and body contributes to both personal and professional development, as well.

Conclusion: Mindfulness can help people manage better with both their internal and external challenges, which in turn helps them achieve their personal and professional goals in an efficient and effective manner

**Keywords:** Mindfulness, Personal and Organisational growth, Well-being and Health

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**EVALUATING THE ROLE OF WORK PLACE WELL-BEING IN ENHANCING EMPLOYEE PRODUCTIVITY IN THE 21ST CENTURY**

*Ashrafunnisa Mohammed, Research Scholar*, Dr Kamesh A.V.S., Professor*

*School of Entrepreneurship and Management Studies, SRM University – AP, Amaravati, Andhra Pradesh, India*

**Abstract**

This study tries to evaluate the unique view of the role of workplace well-being in enhancing employee productivity in the 21st century. The contemporary business world is characterised by organisations competing against each other. In a dynamic and complex business environment, the main aim of the modern corporate organisations is to retain talented employees by
ensuring mindfulness and workplace well-being because these employees are the main sources of competitive advantage from a strategic point of view. Thus, an enhanced level of workplace well-being is an effort to create happy and productive workers so that they work optimally and happily. Work is a key social determinant of population health and well-being. Workplace well-being in India is often focused on changing individual health behaviours through employer wellness programs. The covid-19 health crisis brought into focus, some of the limitations of present approaches revealing structural conditions that intensify the physical and psychosocial problems of employees and their family members. The onset of covid-19 pandemic augured in the new dimension of workplace well-being in making home as a happy place to work. This perspective leads Management experts and Human Resource Managers to think about a combined model of work and home as a place of well-being.

**Keywords:** Workplace well-being, Employee Productivity, Eudaimonism, Hedonic, Social well-being, Mindfulness

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**EFFECTIVENESS OF DISPOSITIONAL MINDFULNESS ON MENTAL HEALTH MARKERS AND WELLBEING IN EMPLOYEES OF SERVICE INDUSTRY: A SYSTEMATIC EVIDENCE SYNTHESIS**

Tantri Keerthi Dinesh, Ph.D. Scholar*, Dr. Ankitha Shetty, Assistant Professor*

*Department of Commerce, Manipal University of Higher Education Manipal.

**Abstract**

**Background:** The influence of dispositional mindfulness on mental health in the service sector employees at workplace is tremendously accumulating pace presently. Employees in this sector face countless challenges due to workload pressure, target pressure, tight deadlines, stringent norms that hinder the mindful ability at work. A systematic review in this field can prove to be beneficial that can identify the measures, theories and the terminology utilised by researchers to assess the sense of dispositional mindfulness. **Methodology:** We systematically reviewed quantitative papers and non-interventional papers on Dispositional Mindfulness which were strongly associated with mental health markers in the employees working in the service sector. The review included articles published in English from 2010 to 2021, following the Preferred Reporting Items for Systematic Reviews and Meta-analyses (PRISMA) guidelines. A literature search was conducted using PubMed, Scopus and Web of Science, and 25 papers together met the inclusion criteria. **Results:** This review emerged with themes as cognitive, emotional and psychopathological mental health markers which portrayed the relationship between Dispositional Mindfulness and mental health of nurses, transport employees, bankers, teachers, hotel employees, firefighters, health care professionals, military officers and surgical residents. Dispositional mindfulness was related to depressive symptoms, anxiety, burnout, stress and emotional regulation. **Future Implications:** Findings posit that research has shown a positive relationship between Dispositional Mindfulness and psychological health. Future research should focus on incorporating Workplace based mindfulness interventions in the service sector to improve the wellbeing of the employees. A few methodological limitations are also discussed in the review.

**Keywords:** Dispositional Mindfulness, Service Sector Employees, Mental health markers, psychological health.

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**MINDFULNESS AT WORKPLACES: DOSSIER OF ORGANIZATIONAL PRACTICE**

Mythili Kolluru, Assistant Professor*, Kumutha Krishnan, Assistant Lecturer*

*Professional Studies and Undergraduate Dept., College of Banking and Financial Studies, Muscat, Oman.
Abstract
Mindfulness is a psychological state where a person is consciously in the present moment with absolute acceptance and a non-judgmental attitude. It is increasingly emerging as an estimable quantity across industries at a global scale. Organizations from various industries like Google, Nike, Hilton, Aetna, Target, and the US House of representatives have embraced mindfulness to leverage the benefits for their employees and organizational productivity. In 2010, Harvard University researchers proved that a quarter of a million people are mind wanders 47% of the working day. In his research, MIT neuroscientist Earl Miller stated that the human brain could not focus on two things at a time, which means multitasking is not as effective as it seems. His research proves that an individual loses up to 40% of his productivity when switching from task-to-task. Mindfulness practice leads to enhanced attention span, interpersonal relationships, productivity, and self-management. Drawing on the literature on mindfulness and semi-structured online interviews with mindfulness trainers, experts, and employees, this study (1) Explores mindfulness practices at the selected organizations (2) Investigates the impact of mindfulness practices on employees and organizations (3) Identifies the challenges faced in implementing mindfulness. The results of the blended research of 13 best 100 companies to work for and 25 interviews support the study's objectives. Specifically, there is positive evidence that mindfulness has improved employees' resilience and on-task attention span and reduced stress and anxiety. The study findings have implications for managerial practice and research regarding employee mindfulness, stress reduction, attentiveness, focus, creativity, non-judgmental decision making, and employee wellbeing.

Keywords: Corporate mindfulness, awareness, Emotional intelligence, employee productivity, Collective intelligence

MINDFULNESS IN ACADEMICS-01
MINDFULNESS-BASED PROGRAMS FOR AT-RISK ADOLESCENTS
Sukanya Biswas, Research Scholar*, Dr. Poonam Sharma, Assistant Professor*
*Amity Institute of Behavioural and Allied Sciences (AIBAS), Mumbai

Abstract
Objective: This review examines studies on mindfulness-based programs used with adolescents at-risk with poor future outcomes such as dropping out of high school and living in poverty. Method: Mindfulness, at-risk, and adolescents were used as keywords in each database to search CINAHL (10 items: 2 book reviews, 3 dissertations, and 5 research papers), Medline EBSCO (15 research articles), and PubMed (10 research articles). For the most current findings, only primary research articles published in English between 2009 and 2015 on mindfulness and at-risk adolescents were considered. Results: Few studies (n= 11) were found that investigate mindfulness in at-risk adolescents. These studies (n = 7) used a variety of mindfulness programmes, making it difficult to generalise findings to practise. Only three studies were randomised control trials, with the majority of the participants being male students with low socioeconomic status and pre-existing mental health diagnoses. Conclusion: There is a relationship between health behaviors and academic achievement. Future research on mindfulness-based interventions should focus on its effects on academic achievement in at-risk adolescents in order to reduce problematic behaviours and improve their ability to become successful adults.

Keywords: Age 10-19, academic achievement, at-risk adolescents, interventions, mindfulness-based programs, review.

EXPLORING THE RELATIONSHIP BETWEEN MINDFULNESS AND PERCEIVED STRESS AMONG COLLEGE STUDENTS
Dipa Banerjee, Research Scholar*, Debasish Biswas, Research Scholar*, Manojit Mitra, Research Scholar**
Presently due to globalization the people around the world are adopting the fast-paced life style and possesses the materialistic view. To satisfy the self-esteem the young population particularly the students studying at colleges are suffering with stress. The exercise of the mindfulness helps the individuals to cope up with the difficulties arise due to stress in daily life. Eventually the Mindfulness research has increased rapidly over the past decade. In this study, we made an attempt to explore the relationship between mindfulness and stress in college students from 8 reputed colleges in Eastern India. Accordingly hypotheses were drawn. ‘Cluster Random Sampling Techniques’ technique was applied to select the respondents. A total number of 375 college students in the age group of 18-30 years from Eastern India were selected for this study. Participants were asked to fill ‘Five Facet Mindfulness’ Questionnaire and ‘Perceived Stress Scale’ to measure the Mindfulness and Stress. Person’s correlation and spearman’s Correlation was applied to find the nature and strength of relationship of distributed data. Results of Regression analysis shows that there is a significant negative impact of mindfulness on perceived stress. The findings of this study would add insights in the existing literature as well as useful for the young population.

Keywords: Mindfulness, Stress, Five Facet Mindfulness, Perceived Stress Scale, Young population.

Purpose: Mental health is often ignored though it has a huge impact in student’s life. The issues among students related to poor mental health are steadily increasing. Majority of students are experiencing stressors like depressive thoughts, test anxiety, low social interaction, negative emotions which is drastically impacting their academic performance. Therefore study is an, the attempt to ascertain the relationship between positive emotions and academic outcomes of students and role of mindfulness in their academic assessments. Methodology: The primary data was collected from 228 students in senior high school, undergraduate, postgraduate, doctorate and post-doctorate programs from Delhi NCR using purposive sampling technique. Results: PROCESS Macro by Hayes is performed to examine the relationship of positive emotions and academic outcome with mediating role of mindfulness. The study included 86 female students and 142 male students from government, semi-government and private institutes. The results depict Positive Emotions as a significant predictor of academic outcome with mediating role of mindfulness. Implications: Students are struggling to increase their academic performance constantly, which results in mental pressure and stress in long term. Educational institutions can adopt mindfulness as a part of their curriculum or add as an activity/exercise which will provide exposure to mindfulness among students.

Keywords: Mindfulness, positive emotions, academic outcome, students, Hayes process

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Keywords: Mindfulness, positive emotions, academic outcome, students, Hayes process.

INTEGRATION OF MINDFULNESS INTERVENTION IN THE SCHOOL CURRICULUM TO ENHANCE THE WELL-BEING OF ADOLESCENTS

Jobin K, Research Scholar*, Priyanka Krishnan, Research Scholar*,
*Manipal Academy of Higher education.

Purpose: Mental health is often ignored though it has a huge impact in student’s life. The issues among students related to poor mental health are steadily increasing. Majority of students are experiencing stressors like depressive thoughts, test anxiety, low social interaction, negative emotions which is drastically impacting their academic performance. Therefore study is an, the attempt to ascertain the relationship between positive emotions and academic outcomes of students and role of mindfulness in their academic assessments. Methodology: The primary data was collected from 228 students in senior high school, undergraduate, postgraduate, doctorate and post-doctorate programs from Delhi NCR using purposive sampling technique. Results: PROCESS Macro by Hayes is performed to examine the relationship of positive emotions and academic outcome with mediating role of mindfulness. The study included 86 female students and 142 male students from government, semi-government and private institutes. The results depict Positive Emotions as a significant predictor of academic outcome with mediating role of mindfulness. Implications: Students are struggling to increase their academic performance constantly, which results in mental pressure and stress in long term. Educational institutions can adopt mindfulness as a part of their curriculum or add as an activity/exercise which will provide exposure to mindfulness among students.

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Keywords: Mindfulness, positive emotions, academic outcome, students, Hayes process.
Mindfulness practices have gained much popularity and acceptance around the world in the past few decades. It has its roots in ancient Buddhist and eastern perspectives. Jon Kabat Zinn introduced mindfulness to the west through his “Mindfulness-based Stress Reduction program (MBSR). The effectiveness of mindfulness-based programs for adults’ population is established well, indeed studies on mindfulness-based intervention on Adolescents, when compared to adults are less. The Adolescence is an important phase in the life of an individual. They are impulsive and prone to risky behaviors foregoing the long-term consequences. It is also a phase where the adolescents have to focus on balancing academics and relationships. They have to undergo formal schooling during this stage while also developing self-confidence and a sense of personal identity. Students experience various stress during this period. Most adolescents have developed harmful mental habits at this age due to a lack of mental health education. Mindfulness has been found helpful to focus on their strengths and transit productively to the next phase. Presently there are more than sixteen thousand research papers published on mindfulness worldwide, these studies have proved the benefits and scope of mindfulness practices and interventions among the different groups. Studies have reported that mindfulness can improve one's metacognitive ability and is positively associated with psychological wellbeing. Mindfulness-based therapies in children and adolescents show potential especially in relation to Emotion regulation. But unfortunately, in India where mindfulness has its roots have not been able to integrate these practices into the curriculum. The present paper aims to understand the importance of appropriate interventions to enhance the mindfulness of adolescents

**Keywords**: Mindfulness, Well-being, adolescents, Curriculum, School setting

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**ORGANIZATIONAL MINDFULNESS-01**

**EMPLOYEE MINDFULNESS AND EMPLOYEE WELLBEING: MEDIATING AND MODERATING ROLE OF ORGANIZATIONAL JUSTICE AND TRANSFORMATIONAL LEADERSHIP**

Priyanka Singh, Assistant Professor*, Dr. Sunil Kumar, Assistant Professor**, Manoj Kumar Mishra, Assistant Professor***, Dr. Nidhi Shrama, Assistant Professor***

*Pranveer Singh Institute of Technology affiliated to AKTU, Lucknow, **O P Jindal University, Chattisgarh, ***Rukmini Devi Institute of Advanced Studies Affiliated to GGSIPU, Delhi

**Abstract**

In recent years, the importance of organizational justice and transformation leadership has increased manifolds in organizations. The relevance of these practices in organizations has drawn the interest among researchers to explore more in this domain. Keeping this in view, the current study has examined the impact of workplace mindfulness on employee wellbeing with analyzing the impact of organizational justice as a mediator between them. In addition to this, the present research also analyzed the role of transformational leadership as a moderator between the relationship of employee mindfulness and wellbeing. Software like AMOS and SPPS were used to analyze the data was collected from 483 faculty members associated with prestigious universities of India. This is evident from the results of the study that there is a significant relation between employee wellbeing and employee mindfulness. The results shows that organizational justice not only has a significant influence on employee wellbeing but also plays a vital role as a mediator between the relationship of employee mindfulness and its wellbeing. The study also confirms that this relationship is significantly moderated by transformational leadership. The relevance and uniqueness of these results will give future directions to the managers, employees, policy makers and employers to get a meaningful insight of the dimensions related to employee wellbeing, organizational justice, employee mindfulness and leadership.
**Keywords:** Employee wellbeing, Organizational justice, employee mindfulness, Employee mindfulness, Transformational Leadership.

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**APPLICATION OF GRATITUDE AND EMPLOYEE WELL-BEING IN THE WORKPLACE: THE MODERATING ROLE OF AGE AND GENDER**

*Dr. Sheela Bhargava, Associate Professor*, Dr. Renu Sharma, Associate Professor**, Dr. Monika Kulshreshtha, Associate Professor**

*Lal Bahadur Shastri Institute of Management, Delhi, **Institute of Innovation in Technology and Management, Delhi*

**Abstract**

Companies are nowadays extremely concerned about employee well-being as past research has credibly shown that higher employee subjective well-being is a source of higher performance for the organization, in the form of higher sales and/or lower costs. An individual’s well-being refers to a positive or acceptable assessment of one’s overall life. In the field of positive psychology, an increasing number of research have proved that gratitude improves well-being and facilitates life satisfaction. Subjective well-being pertaining to mental health is especially important in some occupations requiring strong personal and mental capacities, Information technology-related jobs are among such occupations. In the current study, an attempt has been made to investigate the relationship between gratitude and subjective well-being with gender and age acting as moderators.

For testing the hypothesized relationships, primary data was collected using a structured questionnaire from 160 respondents working in IT and ITes sector in India. Subjective well-being was measured using the six-item scale developed by Hills and Argyle (2002) and gratitude perception was captured using it (GQ-6, McCullough, Emmons, & Tsang, 2002), using response type 7-point likert scale. The study used the research tools SPSS PROCESS Macro, Model 1, developed by Hayes, Andrew F, (2013) to test the conjectured hypotheses and establish the conceptual model. There is evidence of having a significant relationship between gratitude and subjective well-being. Further, the moderating role of gender and age on the relationship between gratitude and subjective well-being, too, has been found to be significant.

**Keywords**- Gratitude, Subjective well-being, IT professionals, Moderation effect, Process Macro

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**INTEGRATING MINDFULNESS IN THE WORKPLACE**

*Subodh Prasad Sharma, Assistant Professor, Department of Management*, Khushboo Kumari, Scholar**

*K.K. University, Bihar Sharif (Nalanda), Bihar- 803115, India, **Ranchi University, Ranchi.*

**Abstract**

Mindfulness means awareness. It is a means to keep oneself focussed to the present and to have control on one’s mind. The root of Mindfulness is in the ancient Buddhist tradition Vipassana , which was initiated by Lord Buddha around 2600 years ago. It was developed in India and from here it spread to the World. Now it is widely used for the workplace management in the East as well as the West.

Earlier, Mindfulness was being employed for betterment of life Moksha but now days, as now is the Age of Organisations, so mindfulness is utilised for Organisational Effectiveness and Organisation Development. Mindfulness provides ways to improve the workplace condition. It brings benefits of emotional well-being, creativity, better decisionmaking, less stress, reduced blood pressure and cortisol level.

Mindfulness teaches us to be mindful in our activities. Practice of Mindfulness makes us proficient, productive, economic and efficient. The techniques of Mindfulness include Vipassana, Sahaj Yoga, Meditation, Tai, Chi, MBSR etc.
In the present paper, the author tries to conceptualise Mindfulness, discuss the benefits of Mindfulness and has tried to find the ways of Integration of mindfulness to the WorkPlace

**Keywords**: Vipassana, Work 2.0, Mindfulness based Interventions MBI, Mindfulness Based Stress Reduction MBSR

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**A SYSTEMATIC REVIEW OF THE THEORETICAL BACKGROUND OF CAREER ADAPTABILITY**

*Noonu Mary Jose, PhD Research Scholar*, *Geetanjali Purswani, Assistant Professor*

*Christ (Deemed to be) University, Bangalore*

**Abstract**

Researchers in the social sciences domain have embraced the concept of adaptability as the ability to cope with the changes around. Downsizing the wide concept of adaptability specifically to career is denoted by Career Adaptability. There has been a rapid growth in the number of studies and published works about career adaptability in the recent years. The primary reason for the increased studies in this area is the changes in modern work life. Career adaptability is a psychological construct that includes readiness and resources for successfully facing vocational tasks, occupational transitions, and unexpected challenges.

To progress on the research in this domain it is important to understand the various theories associated with career adaptability. This will be beneficial for a better understanding of career adaptability from its very base. This paper systematically reviews the theoretical background of career adaptability from the available literature. Though the paper primarily deals with recent literature, older references are also included to have a better understanding of the background of these theories. The published works referred for this review paper include articles, book chapters and also books of eminent authors in this area of research.

**Keywords**: Career Adaptability, Theoretical background, Theories, Systematic review

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**MINDFULNESS IN ACADEMICS-02**

**A REVIEW OF LITERATURE ON MINDFULNESS AND ITS IMPACT ON TEACHERS AND STUDENTS IN THE EDUCATION SECTOR**

*Sumina Susan Kochitty, Research Scholar* & Assistant Professor**, Dr. Babu Michael, Associate Professor*

*Department of Business Administration, St. Berchman’s College, **SAINTGITS College of Engineering (Autonomous)*

**Abstract**

Mindfulness, a practice that gives considerable emphasis on improving one’s attention and awareness, is a concept that has been closely examined and researched over the last decade. Studies have demonstrated a positive effect of mindfulness or mindful meditation on individuals, and the same holds true in the case of the students and teachers of the education sector.

This article aims to briefly examine the effects of mindfulness on students and teachers in the education sector. From the research conducted, it can be observed that mindfulness does impact students and teachers in a positive manner. The benefits of mindfulness for teachers included the following: Improved focus and awareness, increased responsiveness to students’ needs, facilitates promotion of emotional balance, supporting stress management and stress reduction, supporting healthy relationships at work and home, enhanced positive classroom climate and facilitating the overall well-being of teachers. The impact of mindfulness for students involves the following: Supports the attitude of “readiness to learn”, enhanced academic performance, strengthens attention and concentration, reduces anxiety before testing, promotes self-reflection and self-calming, improves classroom participation by supporting impulse control, provides tools for stress reduction, enhancement of social and emotional learning, fostering pro-social behaviors and healthy relationships and supporting holistic well-being.

**Keywords**: Mindfulness, Education, Higher Education, Higher Education Institutions, Mindfulness training
MINDFULNESS PRACTICES AND THEIR ESSENTIALITY FOR THE TEACHERS
Prof. (Dr.) Pooja Deshmukh, Associate Professor & Research Head, Institute of Management and Research MGM University, CIDCO N-6, Aurangabad-431003 (MH)-India

Abstract
Every human has a desire to be a successful man or woman in life. But can it is that viable to acquire victory without encountering obstacles? I guess the reaction is no. Why will we spend hours together annoying the things which finally end up with nothing? The place of job is a fastpaced, annoying environment. The teaching is likewise now no longer an exception to it. Being a facilitator, one has to play diverse roles like a motivator, mentor, and guide one has to be continually a superior version. The teacher must have a great awareness of the current need, considering the pandemic era and online teaching practices. In addition, they must have the best of high-quality reinforcement qualities, which can motivate the students to learn new things. These countless anticipated requirements create process dissatisfaction, job fatigue, burnout, and it decreases occupational commitment. Various research studies have proved, if one can practice mindfulness, get better outcomes at work and even for self-being. This is an attempt to evaluate whether or not mindfulness practices enhance the teaching quality and reduce perceived stress.

Keywords: Stressful Environment, Workplace, Teachers Mindfulness, Teaching quality

WHEN AND HOW CYNICISM LEADS TO KNOWLEDGE HIDING BEHAVIOUR AMONG UNIVERSITY TEACHERS?
Shailja, Research, Scholar*, Prof. Patiraj Kumari, Professor*, Pragati, Research Scholar*
*Department of management studies, Kanya Gurukul Campus, Gurukul Kangri (Deemed to be University), Haridwar

Abstract
It is doubtless to say that knowledge brings successful in person’s life as well as in organization. Given that, the present study is designed to examine the impact of employee cynicism on knowledge hiding behaviour of teachers in HEIs. Furthermore, servant leadership is tested as a moderator between cynicism and knowledge hiding. Also this moderated relation is again tested on two groups of gender. The data were collected from 250 teachers of Himachal state of India. The results of AMOS reveal the significant and positive impact of employee cynicism on knowledge hiding tendencies. Also the moderating effect of servant leadership on EC and KH has been found significant. It implies that this relationship of EC and KH will be less strong for the teachers having servant leaders than those who don’t have. Hence, from findings it is clear that supervisors who show servant leadership style may develop organizational trust, decreases deviance workplace behaviour and encourage knowledge sharing among their employees. The discussion, implications and limitations of the study are also discussed.

Keywords: Employee cynicism, servant leadership, knowledge hiding, gender

THE SPIRITUAL MINDFULNESS OF ETHICS IN THE WORKPLACE: AN EMPIRICAL EVALUATION OF THE CONSEQUENCES OF THE HINDU WORK ETHICS (KARMA YOGA) AMONG THE ACADEMICANS.
Dr. Subhadeep Mukherjee, Assistant Professor*, Mr. Pankaj Anand, PhD Research Scholar*, Ms. Sushmita Prasad, PhD Research Scholar*, Dr. Jitendra Kumar, Associate Professor*, Dr. Soumendra Bhattacharjee, Associate Professor**
*Department of Management Studies, Sikkim Manipal Institute of Technology, Sikkim, India. Pin: 737136,
**Department of Commerce, Assam University, Silchar, Assam, India Pin: 788011.

Abstract
Despite having numerous studies on the relationship between spirituality, religion and ethics there are several conceptual, methodological and empirical gaps in the literature. To address these gaps and evaluate the consequences of work ethics, the present study is a modest attempt to analyze the relationship of the Hindu Work Ethics (Karma Yoga) on the basis of spiritual mindfulness with Organizational Commitment and Job Satisfaction amongst the Hindu academic employees. For the said purpose, E - Questionnaire was circulated to 356 academicians from India, Mauritius and Nepal as these countries are identified as the world’s Hindu majority countries. Findings of the study revealed that Hindu work ethics (Karma Yoga) have a significant positive relationship with organizational commitment and job satisfaction. 

**Keywords:** Hindu Work Ethics, Mindfulness, Organizational Commitment, Job Satisfaction, Karma Yoga, Bhagavad Gita.

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**MINDFULNESS AND ENTREPRENEURSHIP**

**MINDFULNESS MAPPING OF THE GLOBE FRAMEWORK OF LEADERSHIP**

*Keisham Babeecha, Research*, Dr. Manaswita Bharadwaj**, Dr. Mohammed Laequuddin***

*Scholar, IIM Bodh Gaya, **Assistant Professor, OB-HR, IIM Bodh Gaya Associate Professor, ***Operations, IIM Bodh Gaya*

**Abstract**

The objective of the study is to assess the GLOBE leadership framework through the mindfulness prism and see how different leadership styles can be affected by mindfulness. A comprehensive literature review is carried out on mindfulness, workplace mindfulness, and role of mindfulness in leadership. Further, leader mindfulness is mapped on the leadership styles identified by GLOBE Leadership research conducted at Iowa University, Ohio State University. From the analysis of the synergy between mindfulness and leadership it is observed that irrespective of the style of leadership adopted, leader’s mindfulness can positively influence the follower’s perception of the work environment and decrease stress among employees, hence liberating them to focus on critical cognitive work and unleash creativity.

**Keywords:** Mindfulness, Leadership, GLOBE framework, Mindful leaders.

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**HIGH ON MINDFULNESS AND WANT TO START A BUSINESS? FEMALES LEAD THE WAY: A STUDY FROM DELHI NCR**

*Deepti Prakash*, Twinkle Arora*, Meeakshi Bisla*

*University School of Management Studies, Guru Gobind Singh Indraprastha University, New Delhi*

**Abstract**

Purpose: Entrepreneurship has gained huge importance in recent times and mindfulness is very crucial for becoming a successful entrepreneur. The study aims to identify the relationship of mindfulness with Entrepreneurial orientation and all of its dimensions. Methodology: The primary data collected from 152 working professionals from Delhi NCR using stratified purposive sampling technique to study the relationship of mindfulness with Entrepreneurial orientation. Results: MANOVA is performed to measure the impact of independent variables (gender, thought of doing business and level of mindfulness) on dependent variable i.e., Entrepreneurial Orientation, Innovativeness, Proactiveness and Risk. Firstly, the results conclude that mindfulness, interaction of thought of doing business and mindfulness, and interaction among gender, thought of doing business and mindfulness independent variables have impact on combined entrepreneurial orientation. Secondly, it is found that high level of mindfulness in females who have thought of doing their own business have greater and stronger entrepreneurial orientation. Additionally, they are found to be highest in proactiveness dimension. Implications: Presence of
more women at leadership roles will contribute to business growth, thus organizations need to recruit and train such talent for the benefit of the organization. Organizations should train their employees through mindfulness for necessary behavioral changes as a part of their daily operations.

**Keywords:** Mindfulness, entrepreneurial orientation, entrepreneurs.

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**EFFICIENCY ANALYSIS OF THE INTELLECTUAL CAPITAL: A QUANTITATIVE STUDY ON NIFTY COMPANIES**

*Ms. Suman, Ph.D. Scholar (UGC – JRF)*, Dr. Satpal, Associate Professor*

*Department of Management Studies, Deenbandhu Chhotu Ram University of Science & Technology, Murthal, Sonipat, Haryana, India*

**Abstract**

Now a day’s due to the globalization, both tangible as well as intangible assets plays a vital role in enhancing the value and performance of business organizations. In knowledge-based economy, intellectual capital treated as the important resource for the growth of the company’s performance. As compared to physical assets, the value of financial assets has increased exponentially in recent years, showing that intangibles are becoming more important in terms of contributing to economic growth. The growing disparity between stock and book valuations of companies provides evidence for this phenomenon. The aim of this study is to assess the intellectual capital (IC) of publicly traded companies in India over a three-year period (2017-2019) by using a Pulic original model (VAIC) and to analyze which factor of intellectual capital is the preeminent predictor of firm's intellectual capital output of selected Indian companies. The NIFTY 50 companies that are represented by CNX Nifty are the sample for this analysis. The selected companies are from diversified stock index that represents the Indian economy's 13 major sectors. Financial services, mining, and electricity companies had the highest VAIC ratings, according to the results. Study found interesting result is that 70% of the sample companies are bad performers, with an average VAIC score of less than ten. The results of these 2 studies are very promising, and they may be of particular interest to politicians, business leaders, and academics. When IC development is aligned with national priorities and accounted for in national accounts, it can often contribute to better policy execution.

**Keywords:** Intellectual Capital, Performance Analysis, value added intellectual coefficient model, Nifty Companies, India

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**AI – Based Google Platform Business Model: A Strategic Approach**

*Shrutika Mishra*, A R Tripathi*, R S Singh**,

*Banaras Hindu University, **Indian Institute of Technology (BHU)*

**Abstract**

Over the years, due to emergence of internet, big data and AI there is an immediate evolution of competitive business models and new strategies. AI based Business model can be defined as an architectural arrangement of the components of profitable transactions developed to explore businesses prospects. Previously, companies were operating on a basic pipeline structure where producers pushed out products from one end to another end to consumers. Due to advent of AI technology businesses working on platforms have managed to improve their revenue modelling and reconsidering their brick and mortar working patterns with data driven approach. Google being one of the quintessential platforms has come through over the time improving their business modelling and keeping in pace with the AI technology and strategizing itself and being one of the most successful platform models in value creation. This paper discusses about how AI based Google platform business model has explored its AI based business model technology into value creation for its company and strategic approach.
MINDFUL USE OF KNIT PATTERNS/BLOCKS AND ITS PATTERN CUTTING STEPS TO DEVELOP WOVEN GARMENTS
Zeul Mehta, GLS University

Abstract
In this information age, the Covid-19 pandemic has brought various shifts in everyone’s life. One of them is being mindful about the usability of things around us, another being innovative and creative about it. It is said, 'Necessity is the mother of invention.' Covid-19 developed the need to invent new ways of working and on the other side need to wear masks. As a result, most of us started working from home, and contrarily market was flooded with various types of masks. A clothing category for ‘Work from home #wfh’ developed. Along with all of these, experiments with the fabrics were also done. Masks have been made with every possible pattern method and every possible fabric. Various patterns/blocks were also developed for it. The process of making or cutting patterns is called pattern-cutting, sometimes also called Patternmaking. A pattern is a template from which the main fabric is cut and sewed to make the garments, they are usually made of paper, but they can be of fabrics too. Generally, a pattern/block/sloper is different for knit and woven fabrics because of the properties they contain. This research experiments by being mindful about the pattern cutting and answers the question, ‘What if knit pattern/block/sloper can be used to develop woven garments?’ It focuses on creative pattern cutting found in the book 'Pattern Magic Stretch Fabrics' by Tomoko Nakamichi. It identifies a few knit garments from the book and recreates them using woven fabric. The study is empirical, and the observation method is used for findings and conclusions. This research will be the first step towards making a pattern that is common for knit and woven fabrics.

Keywords: knit, woven, creative pattern cutting, pattern, clothing, mindful

MINDFULNESS IN CONSUMER BEHAVIOR
MINDFULNESS AND CONSUMPTION CONTROL
M Geetha, Associate Professor*, S Ajitha, Assistant Professor**
*Indian Institute of Management Kozhikode, **ITM Business School Chennai

Abstract
With the advent of internet retailing, consumption has only increased because the process is simple and convenient. One of the important hedonistic purchase behaviour is impulse buying. Impulse buying happens because of lack of control (getting carried away in purchase scenario). Mindfulness refrains consumers from indulging in impulse buying which is beneficial to them and to society at large as bulk of these purchases find less or no use at all. This paper is set to understand the role of mindfulness in managing impulse buying.

Keywords: Mindfulness, Urge, Impulse buying.
Mindfulness practice in the eastern tradition has been linked to long-term holistic wellbeing. However, modern technology advancements such as the smartphone pose a huge threat to our well-being through dark side phenomena such as problematic smartphone use (PSU). The role of mindfulness in dealing with the undesirable occurrences of these technologies is still largely unknown. Our research aims to get a deeper understanding of the impact of mindfulness on problematic smartphone use, as well as to investigate the effects of confounding factors such as emotional well-being. In line with these research questions, an extensive literature review was conducted and followed by a quantitative analysis based on primary data collected from a survey of 282 respondents in India. The results show that mindfulness has no significant influence on PSU while the relationship is mediated by the individual’s negative affective states. The study shows how mindfulness and emotions are intertwined in staying away from problematic smartphone use. It shows the tremendous importance and synergistic usefulness of mindfulness and emotions, both of which are deeply embodied in the timeless wisdom of Gautama Buddha and can be attained through the practice of control and austerity of the mind. Our research also aids businesses in developing holistic wellness programmes by incorporating a combination of these essential factors, which bode well for employee well-being and aid in gaining the advantages of mindfulness interventions. Discourses from Gautama Buddha’s works are discussed to elaborate on the importance of mindfulness and emotions.

Keywords: Mindfulness, Meditation, Emotional wellbeing, problematic smartphone use, smartphone addiction, Buddhism.

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MINDFULNESS AND IMPULSE BUYING
Shino Abraham, Research Scholar*, Mathew Joseph, Associate Professor*,
*Department of Business Administration, St. Berchmans College.

Abstract
Over the last few years, the concept of mindfulness has drawn considerable attention to itself, in both everyday lives as well as in the academic field. The concept emphasizes on being aware of the “moment” that one experiences by embracing the “here and now” approach. A shift has been observed in the behaviour of consumers towards mindful consumption. Impulse buying has been an area of opportunity for marketers to induce unplanned purchases. It leads to generation of voluminous business all over the world. The gradual shift in consumer behaviour towards mindfulness will start casting its shadow in the buying decision process and eventually, in impulse buying behaviour. Mindfulness enables an individual to curb their urges and have a better control on their feelings and opinions. In existing literature, it has been found that mindfulness can lead to mindful consumption. Thus, exerting an inhibiting influence on the impulse buying behaviour of the consumers. In this paper, a theoretical attempt has been made to fathom the concepts of mindfulness and impulse buying and their relationship with each other. Based on the available limited research, it was learned that mindfulness has an inverse relation with impulse buying, alarming news for the marketers. Hence, marketers need to widen their scope to include mindfulness with impulse buying.

Keywords: Mindfulness, Impulse Buying, Consumers, Buying decision, Marketing, Mindful, Awareness

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RESEARCH ON MINDFULNESS OF CONSUMER LOYALTY UNDER DIFFICULT AND CONTROVERSIAL TIMES OF BRANDS IN FOOD AND BEVERAGE SECTOR.
Dr. Chinmay Gandhi, Professor*, Dhiti Desai, Student*, Shalvi Jhaveri, Student*,
*Faculty of Management, GLS University, Ahmedabad, Gujarat, India.
Abstract
An unexpected or hind-sighted experience that a brand face in Food and Beverages Industry is most likely to get stretch them into the controversial and difficult times which consequently affect their brand equity and consumer loyalty. Any brand in such situations attempt to rectify, manage or stimulate the perceptions of their consumers through multiple ways in order to reset and reclimb to their market positions. In order to conduct the research, we surveyed total 70 respondents of different age-groups as well as different occupations in five metro-cities of India. The research we conducted, portrayed that the respondents do not easily tend to find the substitutes for the products that they use on daily basis and still do feel that they are addicted to them. This clearly states that there is an impact of the brand on the minds of consumers which leads no or very less effect of packaging on the respondents but have issues regaining trust on the brand even though the brands focus on creating advertisements that might impact the consumers.

EXPLAINING THE MINDFUL CONSUMPTION OF HERBAL PRODUCTS MIMICKING TRADITIONAL LIFESTYLE DURING COVID-19 PANDEMIC
Dr. Sarvesh Kumar, Assistant Professor*; Miss Jyoti, Research Scholar*
*Himachal Pradesh Kendriya Vishwa Vidyalaya Business School (HPKVBS), School of Commerce and Management Studies, Central University of Himachal Pradesh, Himachal Pradesh, India.

Abstract
The Covid-19 has compelled forces for all consumers to make conscious choices. The ongoing pandemic and recent shopping data reinvigorating mindful consumption practices. Mindful consumption is the outcome of holistic offerings of an eco-innovative product line. This proactive consumption is transmuting the dominant market narrative and evolving consumer psychology. This evolving consumer psychology is an offshoot of consumption patterns rooted in the preservation of life, looking towards the quality of tradition and culture. During this health crisis situation due to fear of getting the covid infection, the highly demanded as well as supplied category of consumer goods are the self-care products driven by plant or local alternatives, health care products and cleaning goods. Word of mouth advises, and social media led societal consciousness drivers to shift the promotion and distribution of herbs in terms of complementary alternatives for a healthy lifestyle. However, the consumer goods sector has come with new mass production range of herbal products. Henceforth, managing the herbal brand with consumer knowledge structure is an unexplored phenomenon that needs a strategic evolution. The social exchange of pandemic enthusiastic buyers is a matter of study. In this current context of migration and community spread of the virus, the cognitive development process is relevant to recognize the current consumption practices for all demographics. This phenomenon drives the future consumption patterns based upon conscious choices and resource utilization. The pattern of income, consumer expenditure, centralized decisions, product category, family size, generation cohorts, race and prices of essential commodities will cultivate an attentive relationship between risk assessment and future buying shopping behavior.

Keywords: Experiences, Herbal, Mindful consumption, Pattern, Resources.

MINDFULNESS AND MEDITATION
MEDITATION AS AN INTERVENTION TOOL FOR ORGANISATIONS TO ENHANCE EMOTIONAL INTELLIGENCE AMONG WORKING PROFESSIONALS
Anurag Mehta Research Scholar*; Dr. Avni Patel Assistant Professor*
*GLS University Ahmedabad, Gujarat, India.
Abstract
Managements and HR departments globally are searching for a sustainable and effective method to reduce stress and increase well-being and productivity amongst employees. Enough research is available to assert that stress leads to reducing the quantum and quality of work, interpersonal conflict, demotivation, attrition and many more areas of concern. All of this leading from low levels of emotional intelligence at the individual level – leadership or individuals. Research also mentions that higher emotional intelligence is a solution to organisational woes. Higher emotional intelligence helps an individual to be in control of his emotional expression. This study wants to find out whether meditation can prove as a sustainable employee wellness intervention tool for enhancing emotional intelligence. With this, managements will get help in increasing organisational effectiveness in an organic, easier and cost effective method. In this experimental study, 100 respondents from various fields of work arenas were made to do meditation for 20 minutes per day for seven days. A pre and post test was conducted using the Daniel Goleman questionnaire and results were computed. The scores suggest that in all parameters of EI suggested in the questionnaire there is an increase in the post test scores vis a vis the pre test. The study therefore suggests that meditation for just about 20 minutes per day can help the organisation and its employees in multiple ways. Most respondents in the study were non-meditators and it was found through results in many cases that not only could they meditate easily, their scores in EI also got enhanced. The study also found the results were positive in all parameters considering various demographic factors separately as well.

Keywords: Meditation, Emotional Intelligence, Stress, Organisations, Daniel Goleman.

MINDFULNESS AND MEDITATION—ORIGIN, SIMILARITY AND THE IMPACT
Dr. Savita Rastogi, Associate Professor*, Mr. Radheshyam Kalawat, Assistant Professor**
Department of Commerce - *Jesus and Mary College, **Delhi college of arts & commerce.
Corresponding Author: Dr. Savita Rastogi

Abstract
Mindfulness is a kind of meditation with a key facet of acceptance i.e., being cognizant of one’s feelings and thoughts without judgment. The concepts of mindfulness/meditation are very wide, result in multiple benefits, and are practiced in different forms. The origin of these practices can be said to be in Vedas, specifically Rigveda which has been certified as the oldest written book by UNESCO. From there, it percolated down to different scriptures of Vedic literature like Upanishads, darshan etc. However, later on, it was Lord Buddha who preached it to his disciples who took it to different parts of India and other countries. Now it is getting popularised in the western countries too. But there is a difference between eastern philosophy and western philosophy of mindfulness/meditation. In the East, mindfulness was propagated by spiritual and religious institutions, whereas its popularity in the west can be drawn from particular people and secular institutions owing to its roots to Eastern traditions and religions only. Of course, even the secular tradition of mindfulness in the West owes its roots to Eastern religions and traditions. A number of researches conducted to evaluate the impact of meditation practices have concluded that such interventions affect the psyche of practitioners positively resulting in improved physical, mental, and spiritual well-being. However, there are some recent researches which claim that meditation interventions can also have negative effects like increased egotism. The present study aims to study the impact of meditation on the practitioners. The survey was conducted using a questionnaire and responses were analysed using SPSS. The study concludes that meditation results in many positive benefits. However, this study is subject to some limitations which should be tried to be removed by further studies.

Keywords: Mindfulness, Meditation, Wellbeing, Impact Evaluation, interventions
BENEFITS OF MINDFULNESS MEDITATION PRACTICE IN ACADEMICS
Toral Shah, Vipassana Practitioner, Assistant Professor*, Mrudula Modi, Vipassana Practitioner, Assistant Professor **
*School of Technology Management & Engineering, NMIMS Navi Mumbai. **Vipassana Research Institute Mumbai.

Abstract
The scattered, distracted, unbalanced mind of children and young adults affects the most to their role as students. Unlimited, unregulated access to information has dulled the young mind, leaving it incapable of making right choices. The paper presents the benefits of mindfulness practices, Anapana and Vipassana meditation to children and adult students, increasing their focus and overall well-being. Vipassana trains the mind to accept reality of the present moment, as it is. Practice of Vipassana empowers students to assess their own capabilities, overcome indecisiveness, gain mental strength to accept failures and much more. The roles and responsibilities of a teacher have widened in recent times creating stress in professional life. In addition to content delivery, the teacher has to face workplace negativity, perform in research and face pressure from consumerist attitudes. The paper gives an account how stress created by these pain points can be handled with the practice of a mindful meditation like Vipassana. Anapana is a mindfulness practice that uses natural breath as an object of meditation coupled with non-reaction. Vipassana is a deeper technique that uses sensations on the body as tools, coupled with objective observation that is based on the fact that all phenomena are impermanent. The techniques are non-sectarian, not bound by time or place, and give results here and now.

Keywords: Mindfulness, Education, Well-being, Anapana, Vipassana, Concentration, Meditation, Benefits.

THE BENEFITS OF MINDFULNESS AT YOUNG AGE AND MY JOURNEY OF MINDFULNESS
Piyush Kumar, First Year Student*, Sarvagya Kumar, Class 12th Student**
*CSE Vellore Institute of Technology, Vellore, Vellore Campus, Vellore, Tamil Nadu 632014, **Kendriya Vidyalaya Malleswaram, 18th Cross Rd, Malleswaram, Bengaluru, Karnataka 560055

Abstract
Now the mindfulness training in schools is reality in developed countries and mindfulness-based education is being imparted in schools across the world. Mind almost always remains in past and future and at that moment mind knows nothing of the present. In this way mind is always preoccupied with the instances and thoughts of past and future. Any learning can’t be possible with a preoccupied mind. Children generally have the inherent qualities of more mindfulness than adults and they can remain in present moment for a longer period compared to the adults. But due to rapidly increasing the exposure of electronic device and virtual world like television, smartphone and other gadgets, now even at the younger age the attention deficit is observed among students of primary, middle and high schools. Therefore, in the present prevailing, time the applicability of mindfulness at an early age has increased immensely. Now the concept of mindfulness is getting popularity among school going children also. On google search it has been observed that in the last five years about 10 fold increase in mindfulness in schools are reported. This shows the intensity and increasing interest of all the stakeholders of the school education system for mindfulness. This paper discusses about the acuteness regarding mindfulness among the just passed class 12th students and also about my experience about mindfulness. Regarding awareness on mindfulness, less than one percent response was received in one whatsapp group of 113 just passed class 12 students. Therefore even in the midst of increasing popularity the much has to be done for the actual practice to mindfulness among students.
A PHENOMENOLOGICAL EXPLORATION OF THE BENEFITS OF MINDFULNESS-BASED RELAPSE PREVENTION ON THE SMOKING BEHAVIOUR OF WORKING WOMEN

Anita Mary Vadivale*, Anuradha Sathiyaseelan**
*Vidyashilp University, **Christ University, India

Abstract

"Background”
The percentage of working women who smoke is on the rise. With high disposable incomes and an increase in the percentage of women who are employed, there is a rise in the number of women who are taking up the habit. Though self-quit attempts amongst the population are around the 50 percent mark, relapse rates amongst this population are as high with a mere five percent of self-quitters staying off cigarettes on a permanent basis.

Aim
The primary aim of this study was to understand the benefits of mindfulness-based relapse prevention (MBRP) as an intervention for smoking relapse prevention among nicotine-dependent working women.

Method
This qualitative study was conducted on eight nicotine-dependent female employees between 25 to 45 years. Eight two-hourly sessions of MBRP were administered to this population who self-sustained. Interviews were conducted post eight weeks of therapy. Thematic analysis was used to understand changes in the experience of the participants.

Results.
Participants saw positive results post-intervention. Participants reported understanding cravings and triggers, the ability to pause, changes in the way they viewed cravings and situations that acted as triggers, changes within self and at work among other changes.

Conclusion.
MBRP can be explored as an alternate form of treatment for individuals wanting to give up the habit of smoking as it shows positive outcomes and is beneficial with the continued practice of mindfulness. A continuous follow-up would show better outcomes.”

ROLE OF MINDFULNESS

HOW COULD MINDFULNESS HELP? A PERSPECTIVE INTO THE APPLICATIONS OF MINDFULNESS IN ENHANCING TOMORROW’S WORKPLACE

Bishal Patangia, Postgraduate Student (MA Industrial/Organizational Psychology) Faculty of Education and Psychology*, Rahul G Sankruthayana, Postgraduate Student (MSc Behavioural Sciences) Department of Psychology**, Anuradha Sathiyaseelan, Professor Department of Psychology**, Sathiyaseelan B, Associate Professor-Head Section OB and HR School of Business and Management**
*The Maharaja Sayajirao University of Baroda Vadodara, India, **CHRIST (Deemed to be University) Bengaluru, India

Abstract
Mindfulness has emerged as one of the major strategies for the well-being of employees in the present corporate world. As the workspace continues to evolve due to technological and structural advancement, employees face difficulty in coping and lack the desired agility. The present study aims to explore Mindfulness in various workspace dimensions and how it’s applications are used across different sectors, especially in India. The study is a systematic review of around a hundred
scientific papers and various books and business research articles under the period of 2000-2021 focusing on Mindfulness and employee wellness research from (various indexed journals/nothing) journals such as Jama Psychiatry, Applied Psychology: Health and Well-being, journals from Frontier Psychology and Emerald Publications and other. Further, the study talks about the evolution of mindfulness, its implications in work culture and leadership, and its application in various working set-up. As there are very few studies conducted on the Indian work population on mindfulness, the present helps to bridge the gap and recommends for future studies to be conducted on the Indian population to establish concrete scientific evidence on the impact of mindfulness on employees’ vocational life.

Keywords: Mindfulness, employee well-being, workplace, systematic review

CREATING MINDFUL WORK CULTURE THROUGH DESIGN THINKING
Shalini Garg, Professor*, Heena Tyagi, Research Scholar*
*Guru Gobind Singh Indraprastha University, New Delhi, India

Abstract
PURPOSE- The changing business world requires organisations to reframe their relationship with employees. The paper asserts that mindfulness-based practices must be introduced and integrated in work culture. They have been shown to help with personal reflection, mental health, and work–life balance.

Design/Methodology/Approach- Design thinking helps the organization to put in the shoes of employees and think and feel like employees. The study would discuss the role, benefits, and development of mindful work culture through design thinking.

Findings- Holistic understanding of employee's experience is vital for organisations to survive in the ever-changing business environment. The study would examine how mindful work culture would benefit the overall environment of organisations and well-being of employees. It would help organisations in co-designing more engaging experiences for employees for building better relationships.

PURPOSE- The changing business world requires organisations to reframe their relationship with employees. The paper asserts that mindfulness-based practices must be introduced and integrated in work culture. They have been shown to help with personal reflection, mental health, and work–life balance.

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Keywords- Mindfulness, Work Culture, Design Thinking, Work Life Balance, Organizational Change

ROLE OF MINDFULNESS IN WORKPLACE FLOURISHING
Meera Peethambaran, Research Scholar*, Mohammad Faraz Naim, Assistant Professor*
*Department of Management, Birla Institute of Technology and Sciences Pilani, Pilani- 333031, India

Abstract
We are in an era of increased social tensions and psychosocial stressors like pandemic. It has almost shattered the overall well-being of the employees and genuine positivity in the workplace. The current VUCA (Volatile, Uncertain, Complex and Ambiguous) environment has created multiple distractions, making it hard for the employees to concentrate on their work. Through our study, we put forward mindfulness as an antecedent of workplace flourishing through emotional intelligence. This study provides ample literature to the field of mindfulness and workplace flourishing.

**Keywords:** Mindfulness, Emotional Intelligence, Workplace Flourishing

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**EMPLOYEE BEHAVIOUR TOWARDS USING ICT DEVICES IN URBAN PUBLIC TRANSPORTATION: AN EMPIRICAL STUDY**

Thirupathi Chellapalli, Assistant Professor*, Venkata Srinivas Kumar Daruri, Assistant Professor**

*Gitam Hyderabad Business School (GHBS), GITAM (Deemed to be University), Hyderabad Campus,
**School of Management Studies (SMS), University of Hyderabad

**Abstract**

Information and Communication Technology (ICT) could play a key role in providing solutions to the problems faced in urban public transportation. Little literature is available on the factors that influence the employee adoption of innovation, especially in the context of a public transport organization. This study focuses on the adoption of electronic Ticket Issuing Machines (TIMS) by city bus conductors. This study investigates the role of individual attitude and risk perception in the adoption of innovation. The study reveals that Information and Communication Technologies (ICT’s) can be successfully deployed to address the urbanization challenges. ICT based innovations have tremendous potential for addressing the challenges related to mass urbanization. This paper aims at two objectives: The first objective pertains to validation of the basic Technology Acceptance Model (TAM). The second objective pertains to determining the role of perceived risk in shaping the user attitude towards the behavioral intentions/actual usage of the ICT enabled device.

**Keywords:** Information and Communication Technology (ICT), Public Transportation, Adoption of Innovation, Technology Acceptance Model (TAM), Electronic Ticket Issuing Machines (TIMS).

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**DOES MINDFULNESS HELP IT EMPLOYEES EMBRACE CHANGE DURING PANDEMIC?**

Divya Mukundan* and Kirupa Priyadarsini M*

*PSG Institute of Management, Coimbatore

**Abstract:**

If the pandemic year has taught us anything, it is the critical nature of mindfulness practices which develop core emotional and mental strength that paves the way for acceptance of changes and meaningful decision making. The purpose of this research is to examine whether employee’s mindfulness has an impact on readiness for change during pandemic. The study followed a descriptive research design and data was collected from 258 IT professionals through crowd sourcing sampling from top five IT companies that adopted to telecommuting. The FFMQ instrument developed by Baer et al (2008) and Bouckenooghe et al (2009) were used to measure Mindfulness and readiness for change respectively. Data were analyzed using SMART PLS. The constructs in the study included observing, describing, acting with awareness, non-judging, non-reactivity, emotion, cognitive and intentional readiness for change. The results of the analysis indicate that mindfulness has a significant relationship with change readiness. Companies that have invested in the employee mental health and mindfulness
programs have benefited. Mindfulness facilitates navigation through uncertainty and enables people to radically strengthen their ability to adapt quickly to evolving circumstances and ambiguous situations.

Keywords: Mindfulness, Readiness for Change, IT Sector, Path Analysis

BENEFITS OF MINDFULNESS IN DIFFERENT DOMAINS
CONCEPTUALIZING MINDFULNESS IN SOLVING ACCIDENT RELIEF TRAIN LOCATION PROBLEMS
Swastika Mishra*, Kshitij Mishra**, Abhyuday***
*Netaji Subhash University of Technology, New Delhi, India, **International Institute of Information Technology – Hyderabad, India, ***Indian Institute of Technology, Kharagpur, India

Abstract
Shorter reaction time is obligatory for saving more lives of accident victims especially during golden hour (0-1 hour after an accident took place) with prompt medical help. With two Accident Relief Medical Vans (ARMVs) located at two locations at Lalkuan and Kasganj stations, Izzatnagar (IZN) division claims to be self-sufficient in carrying out rescue and relief operations and restoring railways functioning. The total Route-KM of this division is 951 and ARMVs travelling at 60 kmph cannot cover the demand point within one hour. Present study will give a mindful relook to the claim of division by mathematical modelling, the coverage requirements and will find the minimum number of ARMVs required for the coverage of the entire network and then will propose a relocation plan of the existing ARMVs. This will provide a decision tool to the industry practitioner in preparedness. The presented Mindful mathematical model is able to determine the exact number of ARMVs and its optimal locations with better coverage. In this paper, we will be focusing on achieving optimal coverage by relocation of ARMVs at best suited location and the optimal size of fleet of ARMVs by employing Mixed Integer Linear Programming (MILP) model.

Keywords: Accident Relief Medical Van (ARMV), Izzatnagar(IZN), Indian Railways(IR), Relocation, Optimal Coverage, Mixed Integer Linear Programming(MILP)

MINDFULNESS AND RESPONSIBLE INVESTMENT: A CONCEPTUAL INVESTIGATION
SABIRALI K P, Research Scholar, Department of Commerce*
*Central University of Tamil Nadu

Abstract
The eco-system is under trouble due to the overexploitation continued by mankind. Humans are consuming the natural resources without considering scarcity and importance of it. This is the late time to behave gently and kindly by humans in order to sustain the eco-system.

Mindfulness and responsible investment are two concepts which is discussing more in now- days. The concepts have an important role in sustainably handling the scarce resources. An investor who is a key stakeholder in the corporate world has to behave more sustainable than any other person. If an investor is not bothered about the companies’ practices (sustainable or not) his money will make larger consequences on the eco-system and society. So an investor should always consider various factors beyond mere short term return. Mindfulness is a state of mind which helps the investor to make investment decisions by considering relevant factors like environmental, social and governance practices of the companies. An investor has to develop or attain mindfulness through meditation and other practices which help a lot to become a responsible investor.
A STUDY ON MINDFUL TOURIST BEHAVIOUR POST PANDEMIC

Deepa Khatwani, Research Scholar*, Dr. Kavita Kshatriya**
*GLS University Ahmedabad, India, **J G University, Ahmedabad, India

Abstract
The COVID-19 pandemic has involved an exceptional prosperity crisis with tremendous financial impacts around the globe and the travel business has been potentially the most impacted, with basic consequences for the number of decreased reservations, a dropped in worldwide travel, and changes in usage lead. This emergency has urged for advanced approach to transform the community into more sustainable one. A developing measure of research focuses towards the capability of mindfulness to assist with changing individuals’ inspirations for sustainability. The pandemic has also forced the tourism to undergo several changes and adopt a compassionate and meaningful approach. It is a reminder and a wake-up for travel industry to adopt mindful drift, confiding in its ability to think about the current issues and to develop another way towards more empathetic and significant travel for the two hosts and visitors. Hence this study was undertaken with the similar aspect of understanding travellers’ preferences for their mindful travel behaviour and finding the factors impacting travellers for their mindful choices during travel. Study also aimed to find the travel motivation of individual post pandemic. The paper draws on a quantitative study conducted on 115 respondents where data was collected using close ended questionnaire and was analysed using frequency and factor analysis to extract factors impacting mindful behaviour of traveller’s post pandemic.

Research uncovered fascinating aspects and realities about a turnaround in vacationer preference and mindful behaviour which can further be utilised by industry stakeholders to redesign their travel offerings.

Keywords: Mindful behaviour, Tourism, Covid-19, Preferences, Travel motivation.

MINDFULNESS IN UNCERTAIN TIMES FOR THE PEOPLE IN CHENNAI EXPERIENCING FLOOD ALONG WITH COVID SITUATION

Dr. Satish Menon, Professor, School of Business, Alliance University, Bangalore

Abstract
Mindfulness is a situation and where practice can only make the people and community strong. The study aimed at bringing the different situation of flood from Tsunami to flood in Chennai in 2015 to the two near flood hit in Nov 2021 to show how people practiced mindfulness in uncertain conditions through the mother nature.

Keywords: Flood, tsunami, water-logging, Remodelling

EXPERIMENTATION OF VIPASSANA MEDITATION WITH PRISONERS

Bishnu Parida*,
*ICFAI University Jharkhand, Ranchi

Abstract
"Vipassana is an ancient mindfulness meditation technique discovered 2600 years ago in India by Gautam Buddha. The records from the Buddha's time tell remarkable stories of serial killers changed into saints and cruel tyrants who become model rulers by practicing the Vipassana meditation technique. ""Mindfulness, I declare is helpful everywhere."” – The Buddha

This paper highlights the benefits of Vipassana meditation applied to prisoners with particular reference to experimentation done in Tihar Central Jail in India in 1993 - 94.


S. N. Goenka had started experimentation of Vipassana meditation with students, teachers, executives and common persons in India from 1969 onwards. The first experimentation of Vipassana meditation with prisoners was done in 1975 in Jaipur central jail of Rajasthan. The most remarkable and successful application of Vipassana meditation was made in 1993 with prisoners of Tihar central jail, Delhi, under the able leadership of Dr. (Mrs.) Kiran Bedi, IPS, former Inspector General of Prisons, Delhi.

According to Dubey and Agarwal (2021), "'Vipassana has been embraced as a prison reform in Tihar Jail. The key aim in implementing correctional reforms is to change the focus from custodial to restorative methodology. This noteworthy advancement has started a more human approach in managing offenders.'"

Kiran Bedi has been transferred from Tihar jail, but the Vipassana course program as taught by S. N. Goenka continues to expand there and in prisons throughout India. The impact has been far-reaching. Prison courses have now been held in North and South America, Europe, East and South Asia and New Zealand with the dramatic result.

After the experimentation of Vipassana meditation camps in Tihar Central Jail, the Government of India had sent out a circular to all the prisons of India to encourage the Vipassana course.

Keywords: Mindfulness, Vipassana, Prison, Inmates, Behavioural change

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**CIRCULAR ECONOMY IN VARIOUS PRIMARY SECTOR INDUSTRIES: A DETAILED ANALYSIS**

*Boopalan Balu*, *Senthilarasu B*, *Ramanjaneyulu Mogili*, *Koteswara Gunupuru***

*National Institute of Technology, Tiruchirappalli*, ***University of Hyderabad*

**Abstract**

Most industries follow the traditional take-make-waste model (Linear Economy), but the recent rise in the cost of raw materials due to material scarcity makes this model obsolete. To counter this, industries are embracing Circular Economy, which eliminates waste from the system and extracts value from what is conventionally considered as waste. Circular Economy is being actively promoted by the EU and several other Governments around the world. Some industries have already made the switch, and many more are working towards it. This paper analyses and identifies how various Industries are adapting to this change. To obtain a holistic view on the adaptation of the Circular Economy, industries from primary sector are analysed.

First, a general analysis of primary sector is done, followed by representative examples of industries from the primary sector to help obtain a deeper understanding through the transition process. This study also aims to find out the enablers and disablers in the switch towards Circular Economy and devise a strategy on how to make the transition smoother.

**Keywords:** Circular economy, Primary Sector industries, Circular Economy Strategies, Circular Economy Transition, Enablers and Disablers, Mitigations

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**GM-04**

**MINDFULNESS, PERCEPTION OF JUSTICE IN PERFORMANCE APPRAISAL AND RESPONSE TO PERCEIVED INJUSTICE**

*Vaishali Chaprana*, *Sasmita Palo*

*Tata Institute of Social Sciences, Mumbai*

**Abstract**

The purpose of this paper is to investigate the role of mindfulness as a personal characteristic that might be associated with fairness judgment and response to perceived injustice. The sample consists of full-time employees across manufacturing,
health, information technology and education sectors who have gone through at least one performance appraisal cycle (n=370) in that organization. Data is analyzed using SPSS 25 and AMOS 22. Mindfulness is a significant predictor of fairness judgment and response to perceived injustice. Further, fairness judgment acts as a partial mediator between mindfulness-positivity and mindfulness- avoidance relationships. Fairness judgment showed no mediation in mindfulness- articulated dissent relationship. First, the data were obtained through cross-sectional data collection. Second, the data were collected using the self-reported questionnaire which can cause subjective bias in the measures. Lastly, the analysis did not incorporate organizational factors or management policies that might affect justice judgment and response to perceived injustice as control variables to capture their influence. The results provide theoretical insights into how mindfulness can be introduced as an intervention to build up fairness judgment and alleviate pessimism in employees’ response to perceived injustice. The study takes forward the fairness heuristic theory and provides a model that can serve as a proactive measure for the organizations.

**Keywords:** Mindfulness, fairness judgment, fairness heuristic theory, positivity, dissent, avoidance

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**THE ROLE OF THE PMKVY PROGRAM IN PSYCHOLOGICAL EMPOWERMENT OF WOMEN**

*Dr. Neha Tomar, Assistant Professor*, *Dr. Shweta Sagar, Assistant Professor*

*Amity Directorate of Distance & Online Education (ADDOE)Amity University, Noida*

**Abstract**

Empowerment is a process of increasing women's control over their resources, ideologies, and selves. It can be defined as a method of creating a social domain in which one can make choices and make decisions for social change, either exclusively or collectively. The term empowerment could refer to a multidimensional human process that assists individuals in gaining control of their own lives and societies by tackling problems that they perceive to be important. Women’s empowerment and the development of the nation are inextricably linked. Women's empowerment is brought about by the development of the nation, whereas it brings about changes in decision making, which has a direct impact on development. Therefore, the study focuses on the ‘Psychological empowerment of women which refers to confidence building, acquisition of a sense of efficacy and ability to overcome feeling of helplessness in women of Delhi region. Here the focus of the study is on women who are empowered through PMKVY- (Pradhan Mantri Kaushal Vikas Yojna) who are undergone through some sort of skill training and development. The issue of empowerment is particularly important among slum women, thus, this paper is an attempt to investigate whether skill enhancement can contribute to empowerment among those women or not. The data was gathered from slum areas in Delhi-NCT to assess the various parameters of psychological empowerment. The findings indicate that skill development has a direct impact on psychologically empowering women, they begin to consider themselves skilled in earning for their families and feel worthy and skilled.

**Keywords:** Psychological Empowerment, PMKVY, Skill Development

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**NARRATIVE REVIEW AND META-ETHNOGRAPHY OF MINDFULNESS-BASED INTERVENTION FOR PSYCHOLOGICAL WELL BEING**

*Sukanya Biswas*, *Dr. Poonam Sharma*

*Amity Institute of Behavioural and Allied Sciences (AIBAS), Mumbai.*

**Abstract**
Background: Mindfulness Meditation has a significant history in Eastern traditions and has captivated the public's curiosity in recent decades. Mindfulness has been linked to psychological well-being both conceptually and experimentally. Indeed, the science, practise, and application of mindfulness-based interventions (MBIs) have grown substantially in recent years. There has been an increase in interest in the study of mindfulness as a psychological construct and as a form of clinical intervention. Mindfulness is, at its core, a natural human condition in which an individual experiences and attends to the present moment. Interventions have been developed to train individuals how to adopt this practise into their daily lives. Along with this advancement, there has been a significant amount of theoretical and empirical research demonstrating the influence of mindfulness on psychological health.

**Keywords**: Meta-ethnography, Mindfulness, Mindfulness-oriented Interventions, Mindfulness Meditation, Psychological Health

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**ATTENTION AND DISTRACTED MIND DURING MINDFUL MEDITATION: A REVIEW OF BUDDHIST, PSYCHOLOGICAL AND NEUROPHYSIOLOGICAL PERSPECTIVE WITH AN ANIMATED SHORT FILM USED AS TOOL**

*Rajendra Barve, Parivartan*

**Abstract**

Distraction during mindful meditation is ubiquitous. Attention and attention dysregulation has been a subject of deep introspection in Thervada and later in modern psychology. The modern psychology studied it in terms of task executive and default network hard wired habits. The recent neurophysiological research indicates top-down neural network is driven, goal directed and maintains attention. The bottom-up neural network is driven by external or internal stimuli with affective response attributes to dysregulation of task focused or goal driven attention. This corroborates with the Buddhist conceptualization of heedfulness and hindrances or Nivaranas. The animated film clearly demonstrates the process of attention and distraction in the top down and bottom-up neural network of a meditator.

**Keywords**: Attentional regulation, Task executive neural network, Default Neural network, Emotional hijack

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**MINDFULNESS PRACTICES AND ITS IMPACT ON EMPLOYEE HAPPINESS**

*Prof. Aparna Vaipayee, PP Savani University*

**Abstract**

Bhutanese concept of “Gross National Happiness” as embedded in Buddhist philosophy and culture has come into practice now as a part of policy doctrine enterprise and execution by the Government of Bhutan in any of its development agenda. A comprehensive formulation of the national development vision has recently been included in an official government document of Bhutan. The aims and objectives of development as outlined, includes the achievement of less quantifiable objectives i.e., ensuring the emotional well-being of the population, the preservation of Bhutan’s cultural heritage and its rich and varied natural resources. Thus, a socio-economic system based on a Buddhist and feudal set of values has been established as an ideal framework of economic development across the country. The study has an effort to reveal the fact as reflected and manifested everywhere in the implementation of GNH policy doctrine thus bringing fine-tuning of resultant change of Bhutanese believe, faith and values and opinions transforming into GNH philosophy and culture percolated down to nation/society / industrial community/ Individual citizen of the country as a whole especially an employer and employee relationships (IR) and organizational culture in manufacturing industries in Bhutan.
The data have been collected from nine (09) domestic manufacturing industries of Bhutan. Results are indicating a positive impact of GNH policy doctrine on organizational culture, industrial relations and employee satisfaction. Industrial Relation is found positively related to employee satisfaction in manufacturing companies of Bhutan. This was an indication that societal culture is not the sole determinant of organizational performance. Along with this, the study has also an emphasis on exogenous variables such as the economy, technology, and the political climate all influence organizational performance significantly and much more than endogenous variables such as size, structure, and style of management.

Keywords: Mindfulness, Happiness, Employee Satisfaction
Reach Us

Air

One can fly to Patna (110 km away) and take a train, luxury bus, or a taxi to reach Bodh Gaya. The nearest airport is at Gaya 7 Kms and Patna 135 kms.

Train

Gaya is a major Railway junction on the Grand Chord line served by express, superfast and Rajdhani express trains. The nearest railway station is Gaya (1.7km).

Road

Bodh Gaya is well connected by road to Gaya (62 Kms) and Patna (135 Kms).

Contact us

Website: https://iimb.ac.in/conference/
https://www.linkedin.com/company/international-research-conference-on-mindfulness/
ircm@iimb.ac.in
ircm_iimb