



भारतीय प्रबंध संस्थान बोधगया
Indian Institute of Management Bodh Gaya



2ND INTERNATIONAL RESEARCH CONFERENCE ON MINDFULNESS (IRCM) 2024

THEME: MINDFULNESS FOR SUSTAINABLE BUSINESS AND INNOVATION

BOOK OF ABSTRACTS



9TH-10TH FEBRUARY 2024



FOR MORE INFORMATION



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Indian Institute of Management
Bodh Gaya

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The Book of Abstracts

International Research Conference on Mindfulness 2024 (IRCM 2024)

Theme: Mindfulness for Sustainable Business and Innovation



9th-10th February, 2024

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Director's message



Hon'ble Director Dr. Vinita S. Sahay

Welcome to Bodh Gaya: the land of Enlightenment!

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

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

Dr. Vinita S. Sahay

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TRACK 1A : SUSTAINABLE MINDFULNESS PRACTICES

CAN ANYTHING BE EVER SUSTAINABLE? A PERSPECTIVE BASED ON SPIRITUAL CONSCIOUSNESS

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The VUCA world is characterised with complex problems including Climate Change, Sustainability, Pandemic etc. Today, the eternal wisdom imparted by the Srimad Bhagavad Gita is being explored to find solutions to such complex problems. Gita uses systems thinking (holistic thinking) that involves seeing the system as a whole, i.e., the interrelationships among the parts of a system rather than focussing on the individual parts of the system. The Iceberg model of systems thinking is widely involves various levels of thinking including the mental model. The mental model comprises of our own belief, values, and assumptions about the system. A change of our mental model often provides the solution to a problem which is long lasting and having the highest leverage. This is in line with the quote from Albert Einstein “We cannot solve our problems with the same level of thinking that created them”.

This paper attempts to explore sustainability from the perspective of ancient spiritual wisdom by re-looking Gita based on the Godly wisdom imparted through the Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya. Accordingly, the world drama in which we are all actors, is an inter-play between three eternal entities namely the God, the souls, and the material world – all of them exists for ever. A soul conscious stage and true understanding of the Supreme soul are essential to practice the eternal wisdom in Gita. The God is eternal and is always complete or full in spiritual knowledge, powers and virtues. However, the souls go through a cycle of birth-death-birth, taking and leaving the physical body made up of the five elements of the material world. The souls also go through a longer cycle (Kalpa) of completeness-incompleteness-completeness of inculcation of spiritual knowledge, powers and virtues.

A soul being in its Swadharma means being the embodiment of the virtues such as purity, peace, happiness, love, knowledge, powers and bliss. At the end of the Kalpa (5000 years), the God’s incarnation and practice of Rajayoga lifestyle enable the soul to completely regain its Swadharma through Rajayoga. This Yoga brings back the completeness of the soul leading to excellence in its action. The state of the material world also follows the cyclic change of completeness-incompleteness-completeness of the soul. is always applicable to God and not for souls.

Though the objective of every soul is to be Satyam, Nityam, and Purnam, this can only be achieved by performing elevated actions in the remembrance of the Supreme, based on eternal and authentic wisdom for utmost half a Kalpa. It is captured by Yogah Karmasu Kaushalam in Gita. The paper concludes that nothing is ever sustainable except the Supreme Soul whose characteristics include Satyam, Nityam, Purnam.

ASSESSING THE SUSTAINABLE PERFORMANCE OF ARTISANAL ENTREPRENEURS THROUGH CREATIVITY WITH MEDIATING ROLE OF INNOVATIVE CAPABILITY

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Despite its economic and cultural importance, handicraft micro firms are vulnerable owing to their inadequate resources and fragile scale. This research examines how creativity affects performance of an enterprises via craftsmen' innovative capacities. Study also revealed that how micro firms overcome constraints and expand effectively through utilizing external resources and made some recommendations in order to improve the overall well-being of the artisans. The research examined the social, economic, and environmental performance of two tribal communities of rural artisans in Gujarat, known for their “Mata Ni Pachedi” and “Tangalia” textile crafts, with a focus on creativity and innovation as a dependent and mediating variable respectively.

For this purpose, A simple mediation model was established, that comprises of an independent variable (i.e., creativity), a dependent variable (i.e., Sustainable Performance) and a mediating variable (i.e., Innovative capability) has been examined. data was collected from 210 handicraft micro-enterprises. A questionnaire was utilized to gather data for this study. The relationship between craftsmen' creativity potential and sustainable performance was strong. It was also shown that the innovative capability significantly mediates the relationship between artisans' creativity and their long-term performance.

Results from the present study may help in developing regulations that support inventive and creative corporate activities and align with sustainable development goals. Additionally, the research will provide insights into how entrepreneurship might spur desired social and environmental changes, leading to improved decision-making and resource allocation in the pursuit of sustainability.

ALIGNING MINDFULNESS: DECODING COGNITIVE BIASES IN INVESTMENTS FOR TRIPLE BOTTOM LINE PRACTICES

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This research study delves into a complex web of interactions involving three key variables: mindfulness, cognitive biases, and the Triple Bottom Line. At its core, this study aims to uncover the role of mindfulness as a mediating variable in this intricate interplay, offering a deeper understanding of the connections between cognitive biases and the alignment of investment choices with the Triple Bottom Line. To accomplish this, a quantitative approach is employed, drawing on a diverse sample of 895 participants through a rigorous multistage sampling process involving purposive sampling, followed by snowball sampling.

The study measures mindfulness levels using the Mindfulness Attention and Awareness Scale (MAAS) and assesses cognitive biases in investment decision-making through Waweru et al. (2008), Hosp, Howell, and Hosp (2003) scales. Additionally, self-drafted scales are also used to evaluate sustainable investment within the Triple Bottom Line framework. Quantitative data analysis techniques, including Correlation, Multiple Regression, Confirmatory Factor Analysis and Structural Equation Modeling, are systematically applied to unravel the complexities of investment decision-making in this multifaceted context.

The study's findings provide a nuanced understanding of the relationships between these variables. The findings highlight mindfulness as a vital tool in reducing cognitive biases during investments, positively correlating with Triple Bottom Line practices, and guiding decisions toward economic, environmental, and social alignment. The findings have the potential to drive transformation within the financial industry by integrating mindfulness and promoting responsible investment practices. The study highlights mindfulness's role in ethical investing, aiding individuals to make better choices. It elevates financial advisory services and urges policymakers to integrate mindfulness for sustainable finance. The study's novel contribution lies in highlighting mindfulness as a pivotal catalyst for aligning investment decisions with sustainable and ethical practices.

MINDFULNESS FOR MENSTRUAL HEALTH: A TRIPLE BOTTOM LINE APPROACH

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Purpose: The study's purpose is to dive into several facets of mindful menstruation practices, such as the economic viability of reusable menstrual products, their social impact on individuals and communities, and their environmental sustainability in comparison to disposable alternatives with reference to developing countries.

Methodology: Using a survey of existing literature and research papers, this study investigates the junction of the triple bottom line paradigm with mindful sustainable menstruation. This study intends to provide insights into how mindful sustainable menstruation practices match with the principles of the triple bottom line, adding to a more holistic knowledge of menstrual health and sustainability by synthesizing data from past research.

Conclusion: The researchers propose a PPP-MMM model for the Triple Bottom Line framework for menstruation entails addressing social stigma, ensuring access to menstrual health education and healthcare (social), promoting sustainable menstrual products and waste management (environmental), and creating economic opportunities for women through sustainable menstruation initiatives (economic). By taking into account all three dimensions, developing countries can seek to improve the well-being of women and the environment while also contributing to economic sustainability.

Further scope of the study: Mindful sustainable menstruation entails making deliberate decisions about period products that prioritize the well-being of both the user and the earth. This can involve adopting reusable period items such as cloth pads or menstrual cups, which are less expensive, less wasteful, and often have a smaller environmental impact than disposable options. It also includes raising awareness and educating people about mindful, sustainable menstrual practices.

FOSTERING SOCIAL SUSTAINABILITY: THE INTEGRAL ROLE OF ORGANIZATION MINDFULNESS AND MINDFUL ORGANIZING

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This research investigates the connections between organizational mindfulness, mindful organizing, and social sustainability across various Indian firms. Utilizing a pre-validated structured questionnaire completed by managers in diverse industries, the study examines the impact of organizational mindfulness on social sustainability and the mediating role of mindful organizing in this relationship. Structural equation modelling of the responses validates the significant influence of organizational mindfulness on social sustainability, highlighting mindful organizing's crucial mediating role.

The findings emphasize the importance of cultivating mindfulness and mindful organizing within managerial practices to bolster social sustainability contributing to a resilient and sustainable business environment. This study not only enriches the literature on organizational mindfulness but also offers practical insights for enhancing social sustainability through mindful practices.

EFFECT OF FLOOD IN AUCKLAND AND NORTH ISLAND NEW ZEALAND DURING JAN 2023 AND FEB 2023 AND ITS CONSEQUENCES IN THE MINDFULNESS OF THE LOCAL COMMUNITY OF AUCKLAND AND NORTH ISLAND

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Mindfulness is the practice of being aware of your body, mind, and feelings in the present moment, thought to create a feeling of calm. This study aimed at bringing the situation of flood in Jan 2023 and Feb 2023 in Auckland and North Island of New Zealand and to show how people practiced mindfulness in uncertain conditions caused by mother nature. The study focused first on the real-life scenario of the flood situation in Jan and Feb 2023 where it concentrated on the devastation caused by the flood to the life of human beings and the properties and other assets of the public.

It also emphasizes the help given by the local community of Auckland and other parts of North Island to the public and how the public has sustained themselves for a couple of days without power and other necessary infrastructure. The next part focused on how

the emergency services were responding to the calls from several people and how they were trying to answer and keep the public calm for all the messages and calls for flood-related issues. It also focuses on the ambulatory services, Police services for their swift action. The last part focused on mindset and the mindfulness people practiced resulting in becoming calmer and more composed by the people of Auckland.

TRACK 1B :DIGITAL WELLBEING AND MINDFULNESS

MINDFULNESS FOR FOCUS CREATIVITY AND WELLBEING: THE DEVELOPMENT OF A DIGITAL MINDFULNESS INTERVENTION FOR INDIAN COLLEGE STUDENTS DURING THE COVID19 PANDEMIC

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Background: Mindfulness interventions delivered digitally show promise in promoting mental health for young adults. Objective: We developed a digital mindfulness intervention and pilot tested it across India, looking at impact on anxiety, wellbeing, and the five facets of mindfulness.

Methods: Between March and September 2020, a team of faculty, counsellors, and undergraduate students at the Indian Institute of Technology Kharagpur developed the content for the digital mindfulness intervention: six modules of short videos, audios, and activities delivered through a web application. Each module has a theme and a central mindfulness meditation practice. An external expert reviewed all content according to a standard framework for mindfulness interventions. A pilot study was conducted across India from February to March 2021.

Results: Eighty people participated in the intervention, Mindfulness for Focus Creativity and Wellbeing. Participants had access to the six online modules and could attend eight online live sessions. 77/80, 96% were from India. Scores on the Generalized Anxiety Disorder Assessment-7 (GAD-7), Warwick Edinburgh Mental Wellbeing Scale (WEMWBS), and Five Facet Mindfulness Questionnaire (FFMQ) were assessed at baseline and following the intervention. For the GAD-7 participants had a mean difference of -3.39(95% CI: -4.72 to -2.06, $p < 10^{-7}$); for WEMWBS it was 8.79 (95%CI: 6.22-11.36, $p < 10^{-9}$); and on the FFMQ, participants scores increased across all five domains of mindfulness: awareness, describing, non-reactivity, non-judging, and observing ($p < 0.01$)

Conclusion: Participants experienced a significant decrease in anxiety scores, increase in wellbeing scores, and increase in all five facets of mindfulness following the intervention.

A CROSSING OF PATHS- EASTERN MINDFULNESS AND NEW AGE DIGITAL LIFE - A FOCUS ON MENTAL HEALTH AND WORK-LIFE.

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Humans are and have always been social animals with the need for a social life. The advent of digitalisation has decreased this personal aspect of human life where time was spent with peers, family, and friends to mostly half while it has increased access to others digitally and information thereof. Looking deeper into the usage and the result of digital devices, it has been evident that it's been a cause for the degradation of human mental health.

While it is unavoidable in the current world, it is necessary to understand how this inflow of information can be managed and put to better use or how can a person use the access and work but still maintain a detached mental state without comparing oneself, being hassled and stressed. This study is a preliminary literature review on how or what can help. We are exploring Mindfulness from the Buddhist way of life to help put the use of digitalisation into perspective and bring out the need for such a practise in life for better work-life management.

AI - BASED MINDFULNESS: THE FUTURE OF HEALTHCARE AND CUSTOMER SERVICE.

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Health, as defined by the World Health Organization (WHO), encompasses complete physical, mental, and social well-being, emphasizing a holistic approach beyond the absence of disease. The pioneering work of Jon Kabat-Zinn, the founder of Mindfulness-Based Stress Reduction (MBSR), has played a pivotal role in integrating mindfulness into medical settings. AI, a rapidly advancing technology, is now augmenting mindfulness practices to enhance accessibility, personalization, and effectiveness. Simple AI tools, such as video recording for guided breathing exercises

and smartphone-based pedometers for physical activity monitoring, are being employed in public healthcare settings.

The objective of this research is to investigate how AI can be applied to assist mindfulness, tailoring interventions to individual needs and monitoring progress over time. The purpose is to evaluate the substantial benefits of AI in encouraging mindfulness in both customer service and healthcare contexts, with the potential to better manage pain, lower stress levels, and improve overall health outcomes. A systematic literature review, conducted using Scopus, explores the intersection of mindfulness and healthcare. Additionally, a bibliometric analysis using R Studio – Biblioshiny provides insights into the global collaborative research landscape.

UNDERSTANDING THE EFFECTS OF THE FEAR OF MISSING OUT AND MINDFULNESS ON SOCIAL MEDIA

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Social media has become a major part of modern social connection. Many consumers experience fear of missing out (FOMO) while using social media and fall into harmful habits, a process that we define as social media FOMO. We review the psychological drivers of the social media FOMO process and present a model of how it can lead to mental health consequences.

We then develop a mindfulness intervention for social media users, and propose that training consumers to use social media more mindfully can help them adopt a process of social media use that provides greater well-being, a process that we call the joy of missing out (JOMO). We propose future research questions based on our model of social media FOMO, and discuss implications for how key stakeholders such as consumers, social media platforms, and policy makers can apply this research and intervention to improve the mental health of consumers.

EMPOWERING OR ENFEEBLING? AI GRAMMAR TOOLS AND THE USERS' COGNITIVE AND NON-COGNITIVE ABILITIES

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"Lately, artificial intelligence (AI) has been the buzz word, and millennials are venturing into it for its promising career and impressive remuneration. AI-generative tools have created avenues for innovative pedagogy and effortless management of tasks. Nevertheless, its negative impressions are more perilous than its benefits. Students employ grammar tools to check for grammar errors.

However, continuous usage makes them overly conscious of the grammar and increases their dependency on these tools. Consequently, it lowers the users, confidence level and spontaneity. The study employed a qualitative method using QDA Miner Lite software to analyse and report the results. The study revealed that being overly dependent on these tools jeopardised users speaking abilities. The study interviewed 33 students with varying educational qualifications. The study suggested restrained use of grammar tools, emphasising our linguistic diversity, and learning from errors as a means to become better communicators."

CIVIC MINDFULNESS: INTEGRATING MINDFULNESS INTO POLITICAL ACTIVISM ON SOCIAL MEDIA

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This research endeavours to examine the effects of integrating mindfulness practices into political activism conducted via social networks, focusing on individual political engagement. Specifically, the investigation aims to discern whether the incorporation of mindfulness within the context of online political engagement serves to amplify the efficacy, resilience, and overall well-being of activists, thereby contributing to a more enlightened and participative citizenry. Employing a quantitative methodology, the study utilizes standardized questionnaires to systematically collect data from a diverse cohort actively immersed in political activism through various social media platforms. Participant recruitment, facilitated through online avenues, ensures comprehensive representation across distinct political affiliations, demographic strata, and engagement levels. The research design incorporates pre- and post-intervention assessments, juxtaposing the outcomes observed in a mindfulness intervention group against those in a control group.

The quantitative metrics encompass political perception and engagement, well-being, resilience, mindfulness, and patterns of social media use and participation. This investigation aspires to furnish empirical substantiation regarding the capacity of mindfulness interventions to augment the efficacy of political activism within the milieu of social networks. The anticipated outcomes include heightened levels of psychological well-being, intensified political engagement, and fortified resilience among participants. Moreover, the findings aspire to elucidate the prospective role of mindfulness in cultivating a more constructive and enlightened discourse within the digital domain of political dialogue.

TRACK 2A : MINDFULNESS FOR FINANCIAL WELLBEING

IMPACTS OF CSR AWARDS ON THEIR STOCK MARKET RETURN – AN EVENT STUDY

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Purpose: The purpose of this study was to look into the impact of CII ITC Awards for CSR on stock returns.

Methodology: Event Study Methodology was employed to assess the CSR expenditure and the stock market return. Further, the analysis was supplemented with correlation and ANOVA analysis using abnormal returns.

Findings: The results show that there was no significant relationship between CII ITC awards on CSR and their stock market return. It means that the market was efficient.

Contribution: The outcomes of my research align closely with the findings of previous studies on the subject, reinforcing the robustness and consistency of the established knowledge in the field. My contribution to the study is that I have used a more recent timeline than the previous studies and also performed ANOVA & correlation to bring out more accurate results.

IMPACT ON STOCK RETURN BY AN ANNOUNCEMENT OF FINANCIAL FRAUD IN CORPORATES- AN EVENT STUDY

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Purpose: The purpose of this study is to look into the impact of financial fraud announcements on stock returns, specifically the relationship between such announcements and abnormal returns. The emphasis is on determining whether there are any significant relation between financial fraud events and subsequent abnormal stock returns.

Methodology: The study uses unique set of fraud sample using data which is gathered from investing. com by extracting data of listed companies on National Stock Exchange and Bombay Stock Exchange. Total sample consists 30 stocks and we used an event research methodology to investigate how financial fraud announcements by financial and non-financial companies affect financial performance as examined by abnormal return on stock exchanges. We also conducted a correlation study to see if there was any relationship between fraud value and cumulative average abnormal return.

Findings: The result of studies which has been conducted is there is significant relationship between pre-post financial fraud announcement and abnormal return, that indicates that Indian stock market has responded positively with this issue and average abnormal returns were negative which indicate that fraud in financials of companies can affect the stock prices of the companies.

FROM BIAS TO BALANCE: PSYCHOLOGICAL FACTORS SHAPING INVESTOR DECISION-MAKING.

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Introduction: A study was conducted to investigate the psychological variables shaping investment decision making, with a focus on exploring biases that play a pivotal role in shaping these decisions. The primary aim of this article is to identify and analyze psychological variables such as Anchoring, Gamblers Fallacy, Herd Behavior, and Overconfidence, assessing their influence on investment decision-making.

Purpose: The article aims to identify and analyze the impact of psychological variables on investment decisions, providing financial advisors with insights to enhance client services. Simultaneously, it empowers individual investors to recognize and mitigate the influence of Anchoring, Gamblers Fallacy, Herd Behavior, and Overconfidence. **Methodology:** Data was collected using survey, responses were collected through judgement sampling. Correlation and Regression are used to test the hypotheses and conceptual framework.

Results and Conclusion: The findings reveal the significance of all four psychological factors in investment decision-making. The study suggests that higher levels of Overconfidence in an investor correlate with a propensity for risk-seeking behavior, while lower levels associate with risk aversion. Anchoring, Gamblers Fallacy, and Herd Behavior follow in descending order of influence. Consequently, mitigating Overconfidence Bias emerges as a crucial aspect in shaping investment decisions. Financial advisors, armed with a deeper understanding of these psychological factors, can offer improved services to clients. The limitation of this study is that it only talks about four biases but there several more biases which could influence investors decision making.

MARKET MINDFULNESS: A COMPREHENSIVE ANALYSIS OF PRESIDENTIAL TWEETS AND STOCK RETURNS – AN EVENT STUDY

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In this study, we try to investigate the relationship between the tweets made by world leaders on the popular micro-blogging platform X formerly known as Twitter, and how they affect the returns provided by the stock markets. In particular, we considered, in a period of 12 months, political, social, legal, and economic tweets made by The President of the United States & The Prime Minister of India and if it has any significant effect on the stock market returns.

To evaluate the Twitter and stock market data, we formalize the process by using the well-known event study methodology for economics and finance. The analysis revealed that there is a significantly strong correlation between the tweets made by the Prime Minister of India & The President of the US and abnormal returns.

This shows that that news is considerably absorbed by the market, as the day after the tweet is made, positive anomalous returns can be seen in the market and this cumulative effect lasts for 1, 3, and 5 days. The positive returns are backed by strong T-statistics.

EXPLORING DIGITAL FINANCIAL LITERACY AND PERCEIVED FINANCIAL WELL-BEING AMONG USERS OF DIGITAL FINANCIAL SERVICES: A SERIAL MEDIATION APPROACH

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Purpose - Building perceived financial capability and resilience in times of financial crisis is an emerging area of research. This study aims to explore the association between digital financial literacy and perceived financial well-being with the mediation of perceived financial capability and financial resilience.

Design/methodology/approach - We use judgment sampling to collect data from a sample of 201 young adults in India who are experienced users of digital financial services. Partial least squares-based structural equation modelling (PLS-SEM) is used to test the structural model.

Findings - Perceived financial capability and financial resilience completely and serially mediate the association between digital financial literacy and perceived financial well-being. By integrating and synergizing digital financial literacy with perceived financial capability and financial resilience, perceived financial well-being can be improved.

Practical implications - The findings of the study could be utilised by policymakers and practitioners as a roadmap to promote financial resilience and well-being among young adults in the present era of digital financial services. Originality/value " This study attempts to simplify the intricacies present in the relationships between abovementioned variables and describes the pathway to achieving perceived financial well-being in the digital realm.

TRACK 2B : MINDFUL & SUSTAINABLE MARKETING IN UNCERTAIN WORLD

MINDFUL MARKETING: BALANCING CONSUMER WELL-BEING AND BRAND SUCCESS

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Mindful marketing balances customer well-being with brand success. Today's socially conscious customers seek ethical, honest, and sustainable brand relationships. This research study examines mindful marketing, its concepts, and its advantages to organizations and customers. Mindful marketing uses mindfulness to build authentic and empathic brand-consumer relationships. Its values include authenticity, transparency, ethics, Sustainability, empathy, and consumercentricity. Companies may build brand loyalty and sound views with these concepts. In the mindful era, mindfulness affects buying decisions and conscious consumerism, which the study examines. Today's consumers want corporations to perform ethically and benefit society. Mindful marketing uses numerous methods to reach conscientious customers. Storytelling evokes emotions and engages the listener. Brands promote their environmental and social responsibility efforts. Inclusivity and diversity serve various client bases and foster belonging. Consumers feel cherished and understood when personalized and empowered. Co-creation and collaborative marketing involve customers in product development, building loyalty and ownership. Patagonia's environmental stewardship, Dove's "Real Beauty" campaign, Tom's philanthropy, and Ben & Jerry's social change activism are examples of conscious marketing in action in the paper. These examples show how thoughtful marketing boosts brand loyalty, reputation, and competitiveness. Despite its benefits, mindful marketing must balance profitability and social responsibility, ensure ethical supplier chains, measure performance, and overcome consumer mistrust and greenwashing. Technology, social media, developing markets, and industry partnerships are the future of thoughtful marketing. Finally, attentive marketing acknowledges customer well-being and the societal effect of brand success. Businesses may strengthen customer relationships, build brand loyalty, and improve society by practicing mindfulness and ethical and empathic marketing. Mindful marketing involves attention but may transform marketing practices for a more aware and sustainable future.

MINDFUL CONSUMPTION: UTILISING INSTAGRAM TO UNDERSTAND INFLUENCER MARKETING IN THE DIGITAL AGE

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The value of mindfulness in today's technological world is now undergoing a substantial rise. With the constant advancement of technology and its growing immersion into our daily practices, the importance of mindfulness practices is emphasized.

The existence of digital stimuli and diversions has the ability to trigger feelings of swamped and disconnection. The awareness and execution of mindfulness are of great importance for controlling the swift-paced character of the digital era with a purpose and equivalence. Mindfulness means the practice of being fully focused and aware of one's own thoughts, emotions, and environment, without any kind of judgmental biases.

The primary objective of this research is to examine the effect of exposure to influencer content on the emotional well-being, self-esteem, and body image of individuals. The current research also investigates the impact of disclosure practices in the domain of influencer marketing, additionally the role of mindfulness on viewer's or consumers' comprehension and opinion of sponsored content. The research employed a mixed-methods approach, as both quantitative and qualitative methods were involved to get the findings. A questionnaire survey was circulated among the chosen people who were actively using Instagram within Kerala. For the study, the researcher collected data of 135 people through purposive sampling within Kerala. Additionally, a semi-structured interview was conducted within the Instagram users of Cochin to understand their experiences, perceptions on the exposure to the influencer content with regard with their well-being, body image, and self-esteem. The findings of the study aims to give an evaluation of the possible benefits related with the usage of mindfulness as a mitigating factor.

COMPARING PAID AND FREE MINDFULNESS APPS: AN IN-DEPTH ANALYSIS OF USERS REVIEWS THROUGH SENTIMENT AND THEMATIC EVALUATION

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Objectives: This study aims to compare paid and free mindfulness mobile applications by conducting an in-depth analysis of user reviews. The objectives include exploring user sentiments and identifying thematic patterns in reviews to provide insights into the strengths and weaknesses of these applications.

Methods: Sentiment and thematic analysis were performed using NVivo 14 on two selected mindfulness apps: Medito (free app), and Calm (app with in-app purchases). A total of 2,000 reviews were collected, comprising 1,000 reviews for each app, focusing on reviews from the past two years.

Results: The user reviews analysis of the Medito App unveiled 4 negative themes (content quality, technical glitches, Content Speed and Narration) and 5 positive themes (mental well-being improvements, feature variety, positive impact on Sleep & Stress). Specific notable themes included "Accessibility and Cost." For the Calm App, negative themes included cost-related concerns, premium content overemphasis, and technical issues, while positive themes highlighted ease of use and mental health benefits, with a specific focus on "Value for money."

Conclusions: Free mindfulness app is generally praised for their accessibility, but users noted concerns regarding app performance. In contrast, paid app like Calm offered a more comprehensive and refined user experience, with users expressing satisfaction with the quality of meditation content. **Limitations:** This study is limited to a sample of two apps and their reviews, which may not represent the entire range of mindfulness apps available. The study also relies on user-generated content, which may be subject to biases and inaccuracies. Finally, the analysis is based on sentiment and thematic evaluation, and more comprehensive user testing and surveys could provide additional insights.

DOES MINDFULNESS INFLUENCE IMPULSIVE BUYING BEHAVIOUR FOR ONLINE BUYING INTENTION?

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Purpose - The purpose of this paper is to examine the mediating role of mindfulness consumption behaviour (MCB) in the relationship between impulsive buying behaviour

(IBB) and online buying intention (OBI). Further, the study also aims to analyze whether perceived usefulness (PU) and perceived ease of use (PEU) of online shopping leads to impulsive buying behaviour (IBB).

Design/methodology/approach – This study adopted quantitative empirical analysis through PLS SEM. Purposive sampling was conducted to collect primary data by taking survey of 515 respondents using existing scales.

Findings – The study found that the relationship is non-significant between PU of online buying and IBB. It is further found that the assumed relationship is non-significant between IBB and OBI. Both the findings are counterintuitive as several past researches indicate that PU of buying online influences impulsive buying and IBB leads to OBI. However, the relationship is significant between PEU and IBB. The results also indicate that mindful consumption fully mediates the impulsive buying and online buying intentions. This is contrary to the belief that mindful consumption reduces the online buying intention.

Research limitations/implication- This study is based on data collected from online shoppers located in few chosen cities in India. So, there may be different results if other cities are taken into consideration.

CONSCIOUS & COGNIZANT CONSUMPTION A STUDY OF MINDFULNESS IN CONSUMERS, USING KANO MODEL OF PRIORITIZATION

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The application of mindfulness to informed & decisive choices by consumers, can be termed as Mindful consumption. This concept of mindful consumption will bring about a change in the choices of individuals, the markets, and society at large. A mindful consumer is more conscious, aware, restraint and self-controlled, to consumption. Mindful consumption is the practice of using awareness of sustainability issues to inform purchasing decisions – from everyday items to long-term investments. In his study in 1984, Dr. Noriaki Kano, Professor of quality management at the Tokyo University of Science, identified that qualitative aspect of customer satisfaction and how they can be applied. His proposed model is known as the Kano model. The objectives of the study are:

To understand mindful consumption through exploratory research.

To identify whether the mindful consumer considers the environment conscious factors while purchasing the Mamaearth product for their children.

Classifying these environment conscious factors as per the Kano model.

Identifying the attractive requirements of the product.

To identify how much the consumers are environment conscious & factors of environment consciousness, a primary research, using a questionnaire on the products of Mamaearth was conducted. Further the study was conducted to map these factors as per the Kano Model into various categories. MS Excel program was used to do the analysis. The study attempted the categorization of the Mamaearth baby product attributes which the mindful consumer would prefer to have, as per the Kano Model.

THE ART OF SIMPLICITY: A CONCEPTUAL FRAMEWORK FOR UNDERSTANDING MINIMALISM

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In the movie fight club, which centres around consumerist culture, actor Brad Pitt (Tyler Durden) says: The things you own end up owning you. Minimising possessions is the core idea of minimalism. Minimalism means living a lifestyle with minimum possessions and removing all the extra possessions from life. As a lifestyle trend, Minimalism has garnered attentions from global pockets of researchers, and consumers due to its implications for the society and environment. The present study contributes to the literature of consumer behaviour by delineating minimalism as a consumption pattern and proposing a comprehensive framework that can serve as a base for the future research investigating minimalism. This paper undertakes a review of the various conceptualisations of minimalism as a concept, describes the antecedents leading to a minimalistic lifestyle and its impact on consumer well-being. Through literature survey, spirituality, environmental concern, resource sharing, normative influences, voluntary simplicity and modern aesthetics were found to be the antecedents leading to minimalism, whereas minimalism further led to emotional as well as financial well-being of the consumers.

TRACK 3A : MINDFULNESS IN CONSUMERISM AND CONSUMPTION

IMPACT OF MEME MARKETING & MOMENT MARKETING ON BRAND IMAGE THAT ALTERS CONSUMER PERCEPTIONS

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Memes – a revolutionised language of communication with its predominant employment in advertising has elevated popular culture and has become the home of freely adapted and interesting online content. The marketing industry has extensively embarked on the utility of social media platforms, and the linguistics of memetic communications have effectively burgeoned since the last decade. Memes provide information about emerging brand-related Internet phenomena. Consumers have been observed to have a significant impact on meme marketing on the brand trust they have perceived over the years. The observed adaptation and acculturation of paradigm shift in the marketing tactics across the globe justify the dissemination of 'Meme Marketing.' Meme Marketing involves brand-consumer engagement through audio and visual communication that results in the aftermath of a brand's personality and its values. The market has been a witness to lucrative meme and moment marketing content that eventually turned into campaigns due to its viral performance. On the contrary, often brands endure the failure of meme and moment marketing due to miscommunication and drain their brand image at the cost of a single meme utilized to replicate their brand communication.

The research is formulated on the Quantitative Data, collected with 100 respondents, including cities of India, with the age-ranges including Millennials and Zilennials, and undergone 100 previous researches and studied contemporaneous and voguish trending meme marketing. The meme is originated and deployed through the process of Transmission leading to decoding the information and flatter the infection stage, leading ahead to storage and resulting into survival for a period of time and hence attends retransition. The model of meme marketing can be cognizant of the theory of Planned Behaviour which analyses the relationship of attitude to behavioural intention, through which we can recognize the evolution generation adapting the meme culture for branding. Some literature reviews have theorized the concept of brand engagement as a significant outcome that shapes consumer-brand relationships.

The researchers found that from the previous researches and articles have undergone the impacting factors of consumer engagement and derived only the strength of engagement; however, it ignored the nature and forms of content and behaviour portrayed for consumer engagement with brands present on different platforms.

In order to address this literature gap, the study has followed the Consumers' Online Brand-Related Engagement with Qualitative Data. Meme Marketing has witnessed a significant change in the perception of consumers towards the brand in previous researches that are reviewed for Content Analysis and presented in the paper. Consumer demographic characteristics such as age, gender, income, and education might impact behavioural intentions and cannot be ignored and perceived social status play an important role in understanding adaptation of brand and its personality. Meme Marketing is observed as Informative, Entertaining, Engaging and an impacting tool for building brand perception.

Brand perceptions are discerned to have a strong correlation with brand experience. And henceforth decoding the brand experience, the impact of meme marketing by a brand made infectious through social influence, was conspicuously found dependent on the retransmission, contingent on the peers and influence. The researchers have explored and construed the case studies of leading brands in India who have their major marketing strategies based on memes and observed that the memes increase consumers' willingness to disclose information in a constructive approach; whereas, consumers are also noticed to adapt meme marketing to augment their disagreement resulting in retaliation which leads to controversial meme chain.

While, unconcerned to what the impact of meme marketing could be, majorly the infectious meme marketing by the brands has led to the creation of 'Users Generated Content.' User Generated Contents (UGC) are the referential contents created by the consumers or viewers of a brand on the relevance of content created by the brand itself i.e., 'Firm Generated Content' (FGC). Firm Generated Content (FGC) is professionally made by the brand's marketing team, while User Generated Content (UGC) reflects the opinion of the crowd. Analyzing UGC brand-related images, managers can infer what creates the most attention, how consumers evaluate product and brand experiences, and how these observations change over time. UGCs being created as a tool of communication to portray the reasoning of user experience, its perception, and brand's communication.

Memos provide information about emerging brand-related Internet phenomena. Furthermore, users create memos to express their discontent with the brand. Memos also play a major role in the depiction of the brand. In addition to this, the users create memos to express their discontent with the brand. UGCs are observed to introduce dynamics that have significantly impacted the brands which were not welcomed by the managers.

Results identified that UGC has a stronger relationship with awareness and satisfaction, while FGC is more effective for consideration and if purchase intent. Higher source expertise of FGC determines the higher persuasive effect of FGC on consideration and purchase. Hence, the impact and influence of meme marketing on the brands at their different stages are evaluated with case studies and the quantitative data, undergoing multiple tests and the researcher found the detailed analysis of strategies to be adapted for different industries and presented a model of Behavioural Reciprocation through memetic marketing.

MINDFUL CONSUMPTION: CULTIVATING SUSTAINABLE CONSUMPTION BEHAVIOR FOR FOOD AND CLOTHING THROUGH MINDFULNESS AMONG GENERATION Z

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Purpose – Generation Z (GenZers), especially in emerging economies like India, are thought to profoundly influence sustainability-related issues, and scholars argue exploring ways to augment their sustainable behavior. Also, despite being essential and greatly relevant to the "three pillars" of sustainability, food and clothing products have detrimental consequences. Moreover, mindfulness is often associated with and potentially influencing sustainability, its empirical association with sustainable consumption behavior (SCB), and the underlying pathways remain underexplored. Therefore, this study aims to advance the empirical understanding of how Indian GenZers' trait mindfulness affects their sustainable consumption behavior for food and clothing.

Design/Methodology/Approach – Based on the time-lagged responses from 519 GenZers college goers (aged between 18-24 years), the authors studied two models (one each for SCB food and clothing) to explore the relationship between trait mindfulness, self-regulation, self-compassion, self-acceptance, prosocialness,

, materialism, and sustainable consumption behavior.

Findings – GenZers exhibiting greater levels of trait mindfulness could positively drive their SCB for food and clothing. Also, in both models, self-regulation, self-compassion, and prosocialness mediate the linkage between trait mindfulness and sustainable consumption behavior.

Research Implications – Mindfulness and its underlying variables namely self-regulation, self-compassion, and prosocialness are promising avenues for driving SCB for food and clothing. Marketers and policymakers can take this into account and strategize to influence sustainable consumption, especially among the GenZers.

Originality/Value – This seminal exploration empirically validates the relationship between GenZers trait mindfulness, self-regulation, self-compassion, self-acceptance, prosocialness, materialism, and SCB for food and clothing.

STUDENT-CENTRIC SUSTAINABILITY: INTEGRATING MINDFULNESS AND MINDFUL CONSUMPTION INTO HIGHER EDUCATION

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The word consumption is derived from the Latin word *consumere* which also means to use up or waste. To sustain the level of resources consumed currently by humans translates into the requirement of 1.75 earths. Such mindless consumption has created a climate crisis for humans. Scientists have warned us about this consumption-induced ecological disaster since the 1970s. Classical economic theories have been prevalent despite their adverse impact on economic, social and environmental outcomes. The new thought process is the Wellbeing Economy which advocates equal distribution of wealth as well as opportunities, efficiency in resource allocation and understanding of ecological limitations. Mindfulness is intentionally paying attention in a non-judgemental way.

Mindfulness may be the key factor to shape the intentions and behaviours of consumers towards sustainability. Mindful Consumption (MC) has a relationship with sustainable consumption. Caring for self, society and the planet is termed as mindful mindset and reducing acquisitive, repetitive and aspirational consumption was put forth as mindful behaviour. Mindful mindset and behaviour together constitute MC. It is proposed that mindfulness and MC training should be integrated into higher education for students.

Greater awareness, caused by greater attention and acceptance, leads to behavioural change. It works as a circuit-breaker on the autopilot behaviour which helps process internal and external stimuli in a different manner. It helps overcome mindless behaviours and helps turn focus towards new choices, experiences and interpretations of those experiences that mindfulness is learned. It creates a mindful mindset consisting of beliefs, attitudes and values through consciousness. The mechanism of re-perceiving creates a consciousness of thoughts and actions about the consequences of consumption. It develops a sense of caring for others. It makes acceptance easier. This intent translates into mindful behaviour i.e., consumption choices which are more sustainable and the experience surrounding these choices is interpreted positively. Mindful consumption as a way of life embedded into the mindset of citizen-consumers of global society is the path towards the well-being of self, society and sphere. Mindfulness in education for sustainable consumption is the key to achieving this goal.

CONSUMER BUYING BEHAVIOR IN PANIC SITUATIONS: A QUALITATIVE STUDY USING NVIVO SOFTWARE

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Design/Methodology/Approach: Qualitative data analysis approach used in this study. 29 research papers were taken using various keywords in A and A* Journals such as "panic" or "consumer" or "stock market" or "investment decisions". Then the collected papers were analyzed with the help of NVivo software developed by QSR International.

Purpose: This research helps in providing valuable insights in the field of marketing. This study is conducted to recognize the factors affecting the consumer purchasing behavior in panic situations. The outcomes are also of significant for the managers for formulating new strategies to better understand consumer's panic purchase behavior and also helps in forecasting their future actions.

Findings: Text search query and hierarchical chart identified the various factors influencing panic buying behavior and also provide information about the factors in the given data set. Word cloud provided various factors such as purchasing behavior, COVID-19, events, collecting behavior, etc., given factors could be used by future researchers for further research in this domain.

Significance: This research is of significant nature to the readers as it is original in its kind to do study on panic buying using NVivo software concept. Here authors tried to identify different variables influencing consumer buying behavior. By analyzing the extant literature, qualitative approach is used to get insights.

CONSUMER ACCEPTANCE AND ADOPTION CHALLENGES OF DIGITAL HEALTHCARE TECHNOLOGY IN INDIA : A TAM APPROACH

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India has a large and growing population, with over 1.3 billion people, With increasing growing older population ratio to young dependable population strain the country's healthcare system. Increasing healthcare concerns due multiple factors draining healthcare providers and service quality. Holistic approach is need for the hour. Digital healthcare technology can help to address these challenge by providing more efficient and accessible healthcare service. It improves access to healthcare with reduced economic burden both for healthcare services providers as well patients. Further, it will help to enhance the quality of care by providing real time data and insight into patient health. Adding to these it can assist in preventive care which can be greater need of the society and nation at large. India is on the right direction with digital healthcare technology with many government and private organisation indulging into lunching their services and making their presence in many healthcare requirements.

However, no efforts can yield expected results unless there is a clear understanding of users perceptions and beliefs. Technology Adoption Models by Devis (1998) is widely used model which provide insight into users perceptions and beliefs about technology usefulness and ease of use. Fostering the need for digital healthcare its important to know what do Indian population perceive about much needed digital technology. Their beliefs are the key for penetrating and making presence in digital healthcare services. This paper attempt to understand the users perception and beliefs towards digital healthcare technologies with the lance of David's Technology Adoption Model(TAM). To understand whether TAM parameters hold good even in the digital healthcare technology adoption among Indian population. Which can help to develop a product/service and function in healthcare service sector.

ROLE OF MINDFUL CONSUMPTION IN THE ADOPTION OF A CIRCULAR ECONOMY

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In light of the escalating ecological crisis and the increasingly evident impacts of climate change each year, there is an imperative to explore avenues for enhancing the sustainability of our society. This paper aims to investigate the impact of mindful consumption on the transition toward a circular economy. The methodology employed for data collection involved a documentary study and literature review. The examination delved into the issues associated with irrational consumption, explored the principles of the circular economy, and scrutinized how the practice of mindfulness influences consumer behaviours throughout the consumption process, consequently shaping the business sector's trajectory towards a circular economy.

The findings revealed that the application of right mindfulness to individual consumption behaviours can heighten awareness among consumers regarding issues such as waste problems, resource depletion, pollution, environmental degradation, and climate change, influencing their purchasing decisions. Consequently, this mindful approach to consumption contributes to the development of a more sustainable consumption process, aiding in the conservation of resources and promoting environmental sustainability.

This shift in consumer behaviour, in turn, exerts influence on the business sector, compelling a transition toward a circular economy characterized by reduced raw material extraction, the design and manufacture of more sustainable and eco-friendly products, and increased use of recycled materials. Recognizing that consumers play a pivotal role in the economic system of a nation, it becomes evident that effective consumer demand is crucial for motivating producers to create and sell products. To progress on the path toward a circular economy, consumers are required to make choices with mindfulness, emphasizing the importance of informed and sustainable decision-making. This paper develops a conceptual framework to explain the contribution of mindful consumption to circular economy and concludes that there is an urgent need to practice self-restriction to balance material and spiritual values in the interest of future generations.

TRACK 3B : MINDFULNESS FOR SUSTAINABLE SOCIETIES

NURTURING INCLUSION THROUGH MINDFULNESS: MAKING SENSE OF TEACHER EDUCATORS' PERSPECTIVES

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Growing emphasis on Inclusion as the very essence of bringing equity for sustainable human development, calls for a more organic approach of human interaction and development especially in context of education. Among the spectrum of interventions and strategies aimed at bringing about intended change in the area, past few decades have witnessed an unprecedented rise in the quantum of research work exploring effectiveness of mindfulness based techniques in sensitizing the stakeholders in recognizing, appreciating and celebrating diversity as a norm rather than a situation specific reality. Originated in the Buddhist tradition, mindfulness is fundamentally concerned with enhancing one's ability to focus in the present moment thereby gradually moving from reacting to respond mode of behavior in varied life situations in light of the understanding of one's deeper life vision and framework of values. This paper makes an attempt to unveil the dynamics behind emergence of mindfulness being a critical tool of raising one's level of consciousness as a powerful mechanism to bring inclusion in educational set up as a natural manifestation of human interaction through the realization of universal interconnectedness of the beings. This interrelationship of mindfulness and a positive orientation towards inclusion as a practice is presented in this paper through the exploration of the theoretical framework with the help of review of relevant literature. This is further supplemented by the set of findings of the qualitative study of teacher educators's views gathered through self-constructed questionnaire followed by subsequent in-depth interviews. Thematic analysis of the collected data yielded broad themes and underlying categories of responses that can throw the useful insight into the critical significance of mindfulness in creating inclusion in contemporary classrooms.

MINDFUL LIVING: A WAY TOWARDS SUSTAINABLE FUTURE

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This paper proposes the Mindfulness Health and Sustainability Integration (MHSI) model which characterises the synergistic relationship between mindfulness, health and sustainable living, highlighting its potential as a pivotal solution for ecological

challenges and the enhancement of individual and collective well-being. At its core, mindfulness " a state of active, present-moment awareness " plays a critical role in shaping one's interaction with the environment. The paper delves into how mindfulness not only benefits personal health, as evidenced by research from Kabat-Zinn (1994) and Brown and Ryan (2007), but also extends its impact to fostering a sustainable lifestyle. By integrating mindful practices, individuals can develop a heightened ecological consciousness, leading to more environmentally responsible behaviors. This shift is crucial for mitigating the ecological crisis and promoting sustainable habits. Additionally, the paper addresses strategies for embedding mindfulness and sustainability such as educational reforms, healthcare initiatives, and community-based programs, which collectively contribute to building a culture of sustainability. The paper concludes by emphasizing the importance of this integrative approach, suggesting that the convergence of mindfulness and sustainable living is not just beneficial but essential for creating a resilient, sustainable, and mindful future.

A CORRELATIONAL EXPLORATION OF KARUNA AND JNANA: UNRAVELING THE STRUCTURAL RELATIONSHIP BETWEEN TRAIT EMPATHY AND SCHWARTZ'S HUMAN VALUES IN INDIAN CONTEXT

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The Jnana framework, rooted in the Indian philosophy, emphasizes the interconnectedness of the entire existence and all its entities. This understanding requires a recognition by the self of the prevailing veritability of viewpoints and experiences, leading to the emergence of karuna towards those in dukha. In a modern world dominated by materialistic values and hedonistic pleasures that emerge from Avidya, there is a growing call for incorporating karuna that is expressed in universal humanistic values like compassion. This study assesses the epistemological role of Jnana-based empathetic understanding of the self towards fostering karuna. An investigation of the relationship between empathy and Schwartz's universal values was undertaken, with a focus on testing C. Daniel Batson's Empathy-Altruism Hypothesis (2015) within the Indian framework of Jnana and Karuna. A sample consisted of 580 respondents (N=580) from Indian colleges. The following two questionnaires, The revised Portrait Values Questionnaire (PVQ-RR) (Schwartz et al., 2012) and the Interpersonal Reactivity Index (IRI) (Davis, 1980), were administered.

The study reveals a positive association between empathy and altruistic values like benevolence and a negative relationship with self-enhancing values. Moreover, we investigated a set of integrated hypotheses suggesting a 'rank ordering of strength of correlations' between empathy and the universal values assessed in the circular motivational continuum of Schwartz's refined value theory (Schwartz & Cieciuch, 2022). These hypotheses and sub-hypotheses were developed at three levels: four higher-order values, ten basic values, and 19 more narrowly defined values. The study found that empathy is closely connected to altruistic values that go beyond self-interest, ultimately contributing to the well-being of others. Our findings provide valuable insights into potential variations in the Indian cultural interpretation of the circular structure within the refined value model, underscoring empathy's significance in promoting these values within the Jnana framework providing evidence for the 'Empathy-Altruism Hypothesis.'

CULTIVATING GENEROSITY THROUGH ARTITUDE: EXPLORING THE IMPACT OF ART-BASED THERAPIES ON FOSTERING GIVING BEHAVIOUR IN VARIED SETTINGS

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This study takes a closer look at how art-based therapies influence individuals to act with a sense of gratitude, leading to the promotion of prosocial behaviours such as giving. This effect is observed across various settings. We have used a qualitative content analysis method, we searched into various art forms like visual arts, music, and dance. Through thorough examinations of case studies, insightful interviews, and a comprehensive review of online sources, we systematically identified recurring patterns and themes associated with art-based therapies. Our findings emphasize the important role these therapeutic interventions play in inculcating a mindset of gratitude among individuals. This mindset, in turn, serves as a stimulus, inspiring and motivating individuals to actively engage in generous actions, particularly acts of giving. The research notably contributes to our understanding of how artistic interventions can actively contribute to developing and nurturing a culture of generosity. Though there are inherent limitations of our study, it is crucial to stress the importance of a continued exploration in this vibrant and evolving field.

As we strive to comprehend the intricate flow between art-based therapies, gratitude, and prosocial behaviours, the study aims to pave the way for further research and

practical applications. In conclusion, this research sheds light on the metamorphic potential of art-based therapies, highlighting their capacity to cultivate a grateful mindset that moves individuals towards acts of kindness and giving. The ongoing exploration in this field is foremost for unlocking the full scope of possibilities and applications in contributing to a culture of generosity.

INNOVATIVE WORK BEHAVIOUR, CONTEXTUAL INTELLIGENCE, MINDFULNESS-IN ENTREPRENEURIAL CONTEXT

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Innovative work Behavior(IWB) continues to be investigated by scholars, yet scholarly work on it, antecedents in Entrepreneurial context is sparse and few. Drawing on social cognition theory, we emphasize that the mental schemas of entrepreneurs shape their perception of the world and affect how information is integrated; both of which determine their IWB.

We situate our study in the objectivism-subjectivism continuum and adopt a sequential mixed methods explanatory time lagged design to investigate the phenomenon. Rooted in self-regulatory theory we theorize how contextual intelligence links with Mindfulness and, leads to innovative work behaviour (IWB) among entrepreneurs from India.

In the first study, we empirically tested the hypotheses on a sample of 177 alumni, from reputed business schools. In the second study, we analysed comparative cases from an incubator situated in one of the leading business schools in India, as well as participants from our personal network.

We hypothesize that both CI and mindfulness are positively related to IWB, such that a positive relationship between CI on IWB is both direct and mediated by mindfulness. The study illustrates the significance of mindfulness by expounding its utility in promoting innovative work behaviour (IWB) in an entrepreneurial setting. Therefore, it contributes to the literature domain of Innovative work behaviour CI, and Mindfulness.

EXPLORING THE SKILLSETS OF TRANSGENDER ENTREPRENEURS: A FOCUS ON COGNITIVE AND NON-COGNITIVE ABILITIES

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The progress of any country is contingent upon the inclusivity of its population with regard to policies, execution, and the allocation of resources. Skill and Entrepreneurship Development will prove to be pillars for the overall growth of the State and the Nation. While the numbers of transgender entrepreneurs have seen an increase in recent years, it is imperative for them to enhance their skill sets in order to excel in their businesses.

Drawing from the insights of existing literature, the researcher recognized the significance of investigating both the cognitive and non-cognitive proficiencies among transgender entrepreneurs.

This study sought to gain a comprehensive understanding of the skill requirements for transgender entrepreneurs, with the aim of providing recommendations to corporate stakeholders and policymakers for investing the necessary resources in their development.

The results of the study showed that a notable portion of these entrepreneurs displayed shortcomings in their non-cognitive abilities, specifically in domains like communication and emotional intelligence.

TRACK 4A : Mindfulness for Sustainable Societies

EXPLORING INDIGENOUS RESEARCH METHODOLOGIES THROUGH MINDFULNESS OF INDIAN SCULPTURES

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Existing management theories have failed to create a sustainable world and there is a strong case for context-sensitive, decolonized, indigenous paradigms, rather than extending or tweaking Western theories by falsely treating them as universal.

Accessing indigenous wisdom is difficult due to amnesia and loss of confidence, as such knowledge has been suppressed due to the lingering effects of colonialism.

Currently, Eurocentric research methodology traditions are heavily text based and do not entirely enable accessing indigenous knowledge. If at all indigenous knowledge has survived in some form beyond manuscripts, it may exist in vernacular architecture, artistic traditions, less spoken languages and dialects, folk literature, marginalized communities, myths and legends, and more broadly in the living arts and traditions. Accessing the knowledge in these forms calls for opening up newer and different ways of knowing, that may depart from Eurocentric ontologies-epistemologies.

We explore indigenous bodies of knowledge, using Indian sculpture as an example, to understand the possibility of newer methodologies that could inform indigenous Indian management research. Indian sculpture has the unique characteristic of inducing the viewer into a meditative state of contemplation and hence mindfulness. This aspect maybe important to understand the ontological assumptions underlying indigenous research methodology.

ROLE OF MINDFULNESS ON ANXIETY AMONG STUDENTS IN HIGHER EDUCATION IN INDIA: A SYSTEMATIC REVIEW AND META-ANALYSIS

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Mindfulness involves the deliberate act of focusing one's attention on the present moment without making judgments, allowing experiences to unfold naturally. Practicing mindfulness has been shown to have a positive impact on mental health, particularly in reducing anxiety (Liyezou et al., 2018; Dawson et al., 2019; Joanna et al., 2022; Li et al., 2023). Recent data has indicated that the younger generation in India, especially those in higher education, is experiencing high levels of anxiety (NCRB, 2021).

This systematic review and meta-analysis (followed PRISMA guidelines) aims to investigate the role of mindfulness in alleviating anxiety within this population. Using digital database (ResearchGate, Academia.edu, PubMed, Google Scholar and PsycINFO) the researcher conducted a thorough search for articles published between 2016 and 2023, as mindfulness gained more importance during this time and carefully selected and analyzed them.

Out of the numerous articles, 10 met the criteria and were included in the meta-analysis. The results of this meta-analysis revealed that the practice of mindfulness has a beneficial effect on reducing anxiety among college and university students in India, leading to an enhancement of their overall well-being.

OCCUPATIONAL STRESS AND PSYCHOLOGICAL WELL-BEING WITH SPECIAL REFERENCE TO PRIVATE UNIVERSITIES.

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The stress generated from a job as a result of various occupational stressors is occupational stress. Occupational stressors are the factors or conditions in the workplace that can lead to employee stress. These stressors can have negative physical, psychological, and emotional effects on individuals and can also impact their job performance and overall well-being.

Psychological well-being is a mental state characterized by self-acceptance, purpose in life, environmental mastery, autonomy, personal growth, and positive relations. This research aims to find out the occupational stressors and to study the factors affecting teacher's psychological well-being.

Exploratory factor analysis stated the factors of Occupational stress among teachers. The findings stated that occupational stress has a significant impact on the Psychological well-being of teachers.

IMPACTS OF BACKGROUND GRAPHICS ON THE STRESS LEVELS OF COMPETITIVE VIOLENT VIDEO GAME PLAYERS

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Research suggests that competitive players have high stress levels due to the increased mental pressure they experience during extreme gaming. This study investigates the impact of different backgrounds in violent video games on the stress levels of competitive players.

In the present study, a causal-comparative research method for analyzing competitive gamers was verified, and the outcomes were analyzed. A combination of tested surveys was used to measure the effects of different backgrounds accurately. Also, heart rate, a vital health parameter, was measured to support the conclusion further because stress is both a psychological and physical factor.

The participants were given a survey to assess their competitiveness in violent video games (VVG) and their stress levels. Then they were asked to take their heart rate before and after watching each video with different backgrounds to ensure any changes in heart rate from the previous videos were accounted for. The participants filled out another survey after they watched each video.

The preliminary stress scores and heart rates were compared to the post scores and heart rates, and trends related to competitiveness and stress levels were also analyzed. A t-test was conducted using the mean values of the pre and post-stress tests for all competitive players from each background.

The experimental analysis reveals that the average stress reduction was highest in the deserted backgrounds for competitive and very competitive groups, suggesting that bland and empty backgrounds reduce stress in most competitive players.

THE EDUCATION OF PRACTICAL CONSCIOUSNESS FOR SUSTAINABLE DEVELOPMENT BEHAVIOURS: A STRUCTURAL EQUATION MODELLING APPROACH AND TOTAL CONSCIOUSNESS EQUATION DERIVATION

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The current education system faces the critical challenge of being rooted in the past and the demands of the present, neglecting the crucial consideration of future societal needs. The curriculum design process lacks conscious foresight regarding the future requirements of society, encompassing social, economic, psychological, and spiritual dimensions. Education should not merely focus on acquiring knowledge, innovating, documenting history, and addressing immediate market needs but should also engage in profound reflection about the type of society we aspire to build. Therefore, there is a dire need to reevaluate and reconstruct school and university curricula to align with the path to a sustainable and harmonious future society.

The present theoretical research focuses on finding a solution to this problem of the current education system in teaching practical consciousness. Governments across the globe now require the populace to be more sustainable in their choices, which entail considerations beyond self-interest, encompassing the well-being of others, environmental preservation and the welfare of future generations. Without a deliberate effort to engrave qualities such as empathy, compassion, self-awareness, etc. the motif remains elusive. While consciousness is defined as the awareness of one, existence in pure form (no emotions and feelings), practical consciousness is described as using feelings and emotions when one wants to feel them.

The initial section of this study endeavours to identify the definition of practical consciousness followed by limitations and adverse consequences of the prevailing education system. The significance of practical consciousness education and hypothesis are discussed in the next section. The following hypotheses are tested for practical consciousness construction on Structural Equation Modelling (SPSS-AMOS):
H1: Practical consciousness (with sub-variables) is negatively or weakly related to positive experiences.

H2: Practical consciousness (with sub-variables) is negatively or weakly related to negative experiences.

Practical consciousness increases with the subject, will to experience feelings, behaviours and emotions. Measurement of positive and negative experiences, as well as practical consciousness, is accomplished through self-constructed questionnaires. Structural Equation Modelling is employed to explore the relationships between practical consciousness, positive experiences and negative experiences, with a poorly fitted model, which the model requires. H1 and H2 are accepted, using the given data. The poorly fitted model proves that there exists either a no, negative or weak relationship between the variables.

To calculate the total consciousness the following equations are drawn:

$$\text{Total Consciousness}(Y) = X1 + X2 + X3 + X4$$

X1: Practical Consciousness

X2: Positive Experience

X3: Negative Experience

X4: Neutral Correlations among these parameters are established, followed by covariance and regression analyses for each variable, by making them (practical consciousness, negative, neutral, and positive experiences) dependent variables one by one. The results indicate that, based on the available data, practical consciousness slightly increases as the negative experiences decrease, neutral experiences decrease and the positive experiences increase. The Total Consciousness is calculated to be 2.0154 for the present data. The next section discusses practical implications, along with limitations and future scope of the study.

EFFECTIVENESS OF CONTEMPLATIVE INSTRUCTIONAL STRATEGY FOR PROMOTING MINDFULNESS AMONG PROSPECTIVE TEACHERS

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The study "Effectiveness of a Contemplative Instructional Strategy for Promoting Mindfulness Among Prospective Teachers" explores the influence of a contemplative instructional approach on enhancing mindfulness among individuals aspiring to become educators. In today's fast-paced and stressful educational environment, fostering mindfulness is increasingly recognized as a valuable tool for teachers to manage stress, enhance well-being, and improve their effectiveness in the classroom. This study sheds light on the importance of integrating contemplative techniques like meditation and mindfulness exercises into teacher preparation. It looks into the possible advantages of including these techniques in the training programs for aspiring teachers. The study uses an experimental approach to evaluate the effectiveness of the contemplative instructional strategy, the CIS Model, which comprises a seven-step cycle with a pretest and posttest design. The findings provide insight into how well contemplative education works in fostering mindfulness, stress reduction, and general well-being among aspiring teachers. The results of this study have important ramifications for teacher preparation programs because they show how contemplative practices can give educators the tools they need to meet the demands of the modern classroom while still maintaining their own mental and emotional well-being.

Ultimately, the study seeks to assist in the development of teachers who are more perceptive and holistic and who are better suited to mentor and inspire the learners of tomorrow.

RELATIONSHIPS BETWEEN MINDFULNESS, HAPPINESS, STRESS : STUDY OF THE ICFAI UNIVERSITY RAIPUR STUDENTS

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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 university are suffering with stress. The exercise of the mindfulness, happiness helps the individuals to cope up with the difficulties arise due to stress in daily life. Eventually the Mindfulness, happiness research has increased rapidly over the past decade. In this study, we made an attempt to explore the relationship between mindfulness, happiness and stress from multiple streams (graduate, postgraduate and research scholars as well) in The ICFAI University, Raipur, Chhattisgarh, India.

Accordingly hypotheses were drawn. Cluster Random Sampling Techniques was applied to select the respondents. A total number of 156 students in the age group of 21- 26 years from ICFAI University, Raipur, Chhattisgarh, India were selected for this study. The study employed a set of measures to assess participants' mindfulness, happiness, and stress levels. The 39-item Five Facet Mindfulness Questionnaire, the 8-item Oxford Happiness Questionnaire, and the Student Stress Scale (which uses 40 negative questions to evaluate four stress subscales: Physical, Interpersonal Relationship, Academic, and Environmental) were developed by Mohamed Arip M.A.S. et al. in 2015 and updated in 2019. 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 five facet mindfulness and happiness on stress. The findings of this study would add insights in the existing literature as well as useful for the young population in Chhattisgarh.

INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON MODERN YOUTH

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Social media influencers have emerged as key drivers of youth consumption behavior in recent years. As social media platforms are interactive, it is possible to contact directly with social media influencers and influence receptive minds. Because of their high participation on social media platforms, modern youth have been a popular target for social media influencers in recent years. This research was undertaken to shed light on the complicated dynamics of current consumer behavior by offering insights into how social media influencers change youth consumer preferences and decisions. The objective of this study is to investigate if the past researchers' findings of numerous associations based on various factors still hold true or if there has been any alteration in the behavior of current youth consumers. We examined numerous elements in our research, including purchase recommendations provided by SMIs, brand loyalty developed by them, trends launched by SMIs, stunt marketing strategies, content authenticity, and impulse buying behavior. Existing studies on the same matter reveals that these characteristics have a considerable influence on youth purchasing behavior, however the consistency of the previous results has been challenged here. A well-structured survey technique was used to collect data from a diverse participant pool. Following that, the data was analyzed using procedures such as reliability tests, correlation inspections, chi-square testing, and stressing the intricacies of consumer responses. The research findings revealed a variety of outcomes, including unforeseen and unanticipated results. The elements that were predicted to have the greatest influence produced surprising outcomes. Furthermore, this research delves into the ethical issues regarding social media influencer's marketing. This includes concerns about transparency, authenticity, and the potential for deceptive endorsements. It also underlines the significance of adopting regulatory rules to protect young consumer interests and well-being and how mindfulness is crucial for purchasing because it increases awareness, allowing people to question the legitimacy of influencer content, resist conformity pressures, and distinguish between genuine and sponsored marketing methods. This study contributes to a better understanding of shifting consumer behavior among youths in the digital age.

TRACK 4B : YOGA, MEDITATION AND MINDFUL PRACTICES FOR GROWTH & HAPPINESS

CHARACTER BUILDING, MINDFULNESS AND HEALTH THROUGH YOGA - A STUDY ON TRIGUNAS AND TRIDOSHAS

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We all are seeking absolute happiness, absolute happiness is within us and is a result of sound physical-mental health, harmonious interpersonal relationships and spirituality. We can realise this in our lives by increasing Sattwa and limiting Rajas and Tamas. Sattwa can be increased by Right practice, Right Food and Lifestyle and Right Relationships. This research went on to explore and identify the classical Yoga practices and lifestyle which can be implemented largely by the aspiring Yoga practitioners who wish to witness holistic cum spiritual progression and eventually be initiated to this practice for life. A comparative analysis of the Guna and Dosha dominance of Yoga practitioners versus other individuals was done to identify that certain Yoga practices and Lifestyle changes, bring about a change in the personality of an Individual making them more Sattwic in nature which signifies holistic and spiritual progression. Although there are so many different forms of yoga out there, this study has looked at picking up specific practices from various origins which have been mentioned in the very roots of our culture and scriptures to establish a Yoga practice suitable and adaptable for today's world.

BALANCING ACT: UNPACKING MINDFULNESS IN MODERN TIMES FOR TRUE WELL-BEING

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Akin to many popular educational innovations, the foundational principles of mindfulness have also undergone distortions and deviations. Often marketed as self-help techniques, they can be easily misused for corporate objectives, employee pacification, and commercial gains. At best, the use of these programmes provides temporary relief from physical and mental concerns one may be suffering from.

But as such techniques do not address one's underlying thoughts and behaviours, they can also cause harm and encourage self-indulgence. Both theoretical and experiential knowledge of original Buddhist teachings is necessary to understand the authentic meaning and purpose of mindfulness. These principles are not properly embedded in contemporary mindfulness training.

This paper uses the lens of several concepts from original Buddhist texts (the Pali Canon), meditation scholars, and the insights of realised practitioners to examine the workings of the mind to clarify the concept of mindfulness. It delves into various but related concepts, such as 'mindfulness,' 'concentration,' 'self,' 'not-self,' 'time,' 'suffering,' and 'insight.' These concepts are examined in the context of the intrinsic nature of the mind, which is characterised by comparison and control. Using these, we investigate why human beings worldwide constantly live in a state of conflict and sorrow. Models illustrating how consciousness develops and how to live mindfully are presented. The authors assert that, ultimately the observer-observed division must be transcended to overcome suffering and be truly mindful. This includes abandoning comparison and control to achieve inner harmony and enduring well-being. Overall, this paper examines the gaps in contemporary mindfulness training and practice. It draws on the fundamental tenets of right mindfulness from the original Buddhist texts and their commentaries. Consistent with the original teachings and the insights of realised practitioners the way to right mindfulness is proposed.

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Overall, this paper examines the gaps in contemporary mindfulness training and practice. It draws on the fundamental tenets of right mindfulness from the original Buddhist texts and their commentaries. Consistent with the original teachings and the insights of realised practitioners the way to right mindfulness is proposed.

A STATE OF EQUANIMITY OF MIND AS A DEEP SENSE OF WELL-BEING AND HAPPINESS IN THE LIFE OF TEACHERS FROM UNDESIRE STATE OF MIND

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Aim: This research explores the impact of mindfulness interventions on the well-being, emotional resilience, and teaching effectiveness of teachers in private schools in India. The study aims to assess the effectiveness of a six-session mindfulness intervention program tailored to the needs of educators in a private school in Surat, India, and examine its potential to enhance teacher professional development, reduce stress and burnout, and improve classroom management.

Methodology: The research adopted a pre-post intervention design, involving 40 teachers from a private school in Surat, India. The intervention program included six sessions covering fundamental mindfulness practices, sound therapy, detachment from thoughts and emotions, being present, self-awareness, and integration into daily teaching routines. The efficacy of the program was measured using The Five Facet Mindfulness Questionnaire (FFMQ). Pre- and post-intervention assessments were conducted to evaluate changes in mindfulness across the facets of observing, describing, acting with awareness, non-judging of inner experience, and non-reactivity to inner experience.

Results: The findings revealed significant improvements in teachers' overall mindfulness scores and in specific facets such as observing, acting with awareness, and non-reactivity to inner experiences. Participants reported enhanced emotional well-being, reduced stress levels, and improved classroom management skills. Moreover, the program was effective in equipping teachers with practical strategies for integrating mindfulness into their professional lives. Teachers expressed positive changes in their teaching effectiveness, emotional resilience, and personal well-being as a result of the intervention.

Limitations: The research employed a convenient sampling method, which may limit the generalizability of the findings to all private school teachers in Surat, India. While the pre-post design indicated positive changes, the absence of a control group constrains the ability to establish causal relationships. The short-term nature of the intervention program may not capture long-term effects. Further studies with larger and more diverse samples are needed to corroborate the findings and assess the sustainability of mindfulness practices for teachers in private school settings.

Conclusion: The research underscores the potential of mindfulness interventions to positively influence the well-being and teaching effectiveness of teachers in private schools in India. The results suggest that tailored mindfulness programs can serve as valuable tools for addressing the challenges faced by educators, reducing stress, and enhancing emotional resilience. This research contributes to the growing body of evidence supporting the integration of mindfulness into the education system, with implications for teacher professional development, student learning outcomes, and the broader field of education.

BEING AS BEYOND : SELF AND MINDFULNESS - AN ENLIGHTENED PERSPECTIVE

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Buddhism holds that the self is a fabrication rather than an essential existence, and this idea of the self is closely connected to the concept of no-self. If I am not who I am, then who has been experiencing this moment, and suddenly everything becomes even more perplexing?

In Buddhist teaching, the main tenet of mindfulness is that it is an essential precursor for approaching illumination, or enlightenment, which helps a person to become less egoistic and comprehend the state of "no-self," along with understanding the root cause of misery. In order to accomplish happiness, this article attempts to illustrate how exercising mindfulness meditation enables one to achieve their non-self.

Anattā has always presented as an uphill battle and debatable thesis. This paper aims to explore various questions related to the true meaning of anattā. In what way is "non-self" associated with the five aggregates? Why are "ego" and "no-self" distinct concepts? If neither exists, then why is there the illusion of a self or entity?

To this question, it might be responded that vipassanā is an essential aspect of Buddhist meditation which may eventually result in Nibbāna, or salvation, in one's consciousness when it is developed by sati, or mindfulness, arguably.

Happiness, according to Buddhism, can be attained when one can acknowledge reality for what it is, that is, devoid of any mental constructions we impose upon it.

Genuine contentment cannot be just discovered, rather, satisfaction is achieved by mental conditioning that alienates the mind from detrimental emotions like aversion and relentless desire, and above all, by eliminating ignorance.

I would like to suggest that one can probably begin the quest toward happiness, if and only if one is willing to fully devote oneself to exercising mindfulness meditation.

YOGA: A KEY TO LIFE SKILLS?

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Yoga is a holistic discipline originating from ancient practices that intertwines physical postures, controlled breathing techniques, mindfulness, and philosophical principles. It serves as a transformative journey aiming to unify the mind, body, and spirit, fostering balance, harmony, and self-awareness within oneself and the surrounding world. Life skills are the abilities and behaviours that enable individuals to effectively handle the demands and challenges of everyday life, encompassing communication, decision-making, stress management, emotional regulation, and interpersonal relationships. This study aimed at finding out how yoga may impact different facets of life as perceived by the individuals practicing it. Eighty four participants belonging to the adult category were enrolled for the study. They gave ratings on their perception of standing on various aspects of 10 life Skills laid down by WHO before and after they practiced yoga over a period of time. The t test was applied to check whether the difference in their ratings pre and post yoga practice was statistically significant. The findings of the study revealed that overall, combining all life skills as well as in case of each life skill, the difference between pre and post practice of yoga was found to be statistically significant. That means, in the perception of participants, practice of yoga did contribute towards development of all 10 life skills.

TRACK 5A : Mindful Workplace and Mindful Leadership

UNVEILING WORKPLACE HARMONY: EXPLORING THE DOMINO EFFECT OF INCIVILITY ON JOB BURNOUT AND TURNOVER INTENTIONS IN ORGANIZATIONAL DYNAMICS

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Workplace Incivility is the contradiction of experienced incivility, in which envious employees incite others to spread negativity in the workplace for personal gain or to elevate their position among co-workers. "Low-intensity aberrant behavior with ambiguous intent to damage the target, in violation of workplace norms for mutual respect" is another definition of workplace incivility. The major role of the organization is to provide a safe and peaceful workplace to its employees. But due to certain reasons, the organization is not able to achieve this. One among them is the Workplace Incivility. This creates job burnout and turnover among the employees of

of the organization. This must be removed from the organization to help employees perform their role effectively. The main objective of this study is to investigate workplace culture in the organization, to find out the impact of Workplace Incivility on job burnout and turnover among employees with special reference to employees from multi-National companies in India.

COGNITIVE DECENTERING AND PRESENT MOMENT AWARENESS: A CAUSAL SYSTEM DYNAMICS MODEL

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Cognitive decentering, the specific mindfulness aspect of witnessing ones own thoughts, emotions and experiences without addictively engaging is essential to break recurrent thought patterns of human mind. Based on indian knowledge system, the work proposes that desire a primal construct interacting with external stimuli sparks the mind state of dwelling in an intended future reality. The state of unregulated and unfulfilled desire, when prolongs forms residues, morphing into anger, guile, anxiety, worry and fear, a shift of consciousness toward past unintended experiences. Using stock-flow and path modeling in system dynamics, this so called process of living in past or future and missing present moment awareness is represented as reinforcing causal loops of positive and negative feeds. Further, the pattern breaking influencer cognitive decentering, is expressed with the balancing loops namely, mediation-introspection, teaching-learning, and self assertion-self regulation. It is illustrated that these balance loops interact with each other bringing the systemic emergence of self-transformation and one measure of the same is mindfulness. Further, leveraging theory of neuronal correlates of consciousness, based on literature findings from electro-encephalogram studies mediation-introspection is established as the primary balancing loop. The operationalization of the model involves longitudinal sampling with instruments such as qualitative interviews, in experimental and control groups that follow meditative-introspective practices. This system model can assist mindfulness practitioners in designing custom preventive, prescriptive and interventional loops of specific durations to enable present moment awareness. Contribution to mindfulness theory involves system dynamic approach to mindfulness mechanisms and the associated novel constructs, and reinforcement-balancing loops.

TOWARDS A MINDFUL WORKPLACE

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Fostering a mindful culture in the workplace is challenging despite the recognition of its benefits and the implementation of various mindfulness practices. There is a need to establish a theoretical relationship between how we as humans tend to perceive individuals or organizations based on the natural tendencies of the mind. Addressing these tendencies of the mind logically and gaining insights into how the human mind functions can help individuals in an organization reflect on their approaches to solving interpersonal challenges arising from cross-cultural interactions and creating a mindful environment at workplaces that is inclusive and diverse. Purpose - While organizations recognize the benefits of mindfulness and have various mindfulness programs in place to actively support these practices, there are many challenges and problems associated with fostering a mindful culture in the workplace. To tackle these problems, we have employed Gestalt Psychological Principles to assist our research. Gestalt Principles revolve around the idea that individuals perceive and experience wholes rather than individual parts. In this research paper, we explore certain Gestalt Principles that could contribute to mindfulness and organisational development. These principles make us aware of individual differences and help us acknowledge the dynamic nature of organisations.

LEADER AS HEALER: THE ROLE OF LEADERS' MINDFULNESS IN ORGANIZATIONAL HEALING

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Healing is essential for all living entities. Organizations too, are living entities that are influenced by the dynamism of humans, consequently affecting organizational functioning, and consequently the performance. In light of the disruptive nature of crises, which not only disturb the ongoing operations of businesses and the interpersonal connections at workplace, but also pose potential threats to future prospects, it is imperative to delve deeply into the intricacies of the healing processes to effectively address the challenges and uncertainties that arise, and strengthen the organizational functioning. Furthermore, it is also important to understand the factors that influence the effectiveness of organizational healing. As the paramount mechanism pivotal to organizational healing, leadership plays an exceptionally significant and indispensable role, exerting an important influence on both the pace

and scope of the healing process. The nature of leadership has the capacity to act as a catalyst, shaping the trajectory and determining the depth of the healing journey within the organization. The role of the leader is indispensable during the healing period, since it involves the strategic deployment of essential resources, displaying genuine empathetic concern for the well-being of team members, fostering high-quality interpersonal connections, and establishing robust support systems to cultivate a positive organizational culture. Hence, the objective of this paper is to first review the role of leaders, mindfulness in improving the effectiveness of organizational healing and then propose a framework to demonstrate the linkages. Through a comprehensive analysis, this study seeks to provide actionable insights for organizations to enhance their healing strategies, emphasizing the crucial connection between mindful leadership and sustainable organizational outcomes.

MINDFULNESS AND ITS IMPACT ON EMPLOYEE ENGAGEMENT AND THEIR WELLBEING THROUGH EMPOWERING LEADERSHIP

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Purpose: Air Force plays a pivotal role in India's securities and integrated growth. At the same time, it helps to create new opportunities to work for millions and helps to develop the country and consequently, its economic/business sectors. The study is an effort to examine the relationship of Mindfulness with Employee Engagement, Well-being, and Empowering Leadership among the employees in the Air Force. Method: A sample of 272 responses has been collected from the employees engaged with Air Force of India, using an adapted and well-evaluated questionnaire on a five-point Likert scale. Hypotheses have been analyzed through structural equation modeling with the help of SPSS-AMOS, using the Maximum Likelihood method. Result: Results of the structural equation modeling (SEM) revealed that model fit indices were within the acceptable limits, and depicted a significant relationship among Mindfulness, Employee Engagement, Well-being, and Empowering Leadership. The SEM also verified the mediating effect of Empowering Leadership with other variables. Conclusion: The study supported the proposition that Mindfulness has significant relationships with Empowering Leadership, Employee Engagement, and well-being. Enhancement in Empowering Leadership helps to improve employee engagement and their well-being in force. The results of the present work provide important insights to

concerned parties and extend the effect to managers and researchers involved in understanding the importance of employee-employer relationships. The limitation is also discussed to provide direction for future research.

PSYCHOSPIRITUAL STUDY OF YOGA AND MEDITATION FOR PERSON TRANSFORMATION

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Yoga and Meditation practitioners on the path to realization, have numerous spiritual experiences. Such experiences leave positive impact on the experienter, usually by bringing about changes in their thinking and lifestyles as reflected in leading transformed and happier lives. Qualitative data using semi-structured interview method from actual subjects and from published literary sources was collected from 31 practitioners following different spiritual traditions. After analysing the data using thematic analysis, the experiences of 'light' with correlates in philosophical truths have been segregated and presented. Kaivalya Upanishad says that, 'I am of the form of Jyotis (light) and of the form of happiness's. Being a practitioner on the path, I always understood 'lead me from darkness to light's as 'lead me from ignorance to knowledge's, as is also commonly understood. The spiritual experiences of light presented in this study indicated there is more 'light's to it! The numerous experiences of the subjects of this study regarding the various hues and shades of light were studied with physical and psychological changes brought forth in them. The study findings suggest that although it is all dark when we close our eyes, this darkness can be overcome by the spiritual practitioners to such an extent that there could be complete light within. As the practitioner progresses there is light within and without till everything in the world is engulfed with light. So light is not necessarily an invented symbol but could be a means to discover the microcosmic and macrocosmic truths, bringing about person transformation.

TRACK 5B : MINDFULNESS FOR SELF REGULATION & HOLISTIC DEVELOPMENT

PHYSICIAN'S MINDFULNESS AND HEALTH CARE QUALITY TO PATIENTS DURING CLINICAL PRACTICE IN AN INDIAN SETUP: A PILOT STUDY

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Purpose: This pilot study investigated the physician's mindfulness and the healthcare quality of patients during clinical practice in an Indian set-up.

Design/methodology/approach: The framework and survey Questionnaire derived from the literature review covered all the variables with 2 questionnaires namely MAAS (15 statements) for measuring the mindfulness and Personal Processes of Care Instrument, general communication subscale (21 statements) assessing physician's w.r.t their hurriedness in communication, decision making, eliciting response, respecting parents and disrespectfulness by staff during the consultation were administered separately to 40 physicians and 40 parents as a part of a pilot study out of the sample physicians of pediatricians taken as an example by a convenience sample for testing internal consistency, covariate analysis, descriptive statistics, assessing mindfulness through chi-square test and studying the parent's feedback on pediatrician, mindfulness through t-test using Microsoft Excel 2011 version. The final analysis will be performed using the SPSS 21 version.

Findings: The important findings are physicians, (Pediatricians) mindfulness was prominent with varied experience across all age groups irrespective of gender. The hypothesis corresponding to parents' assessment of pediatricians did show significant areas of improvement for pediatricians with respect to their better involvement in explaining parent's concerns, and medicine details including the diagnosis part and primarily addressing the disrespectful treatment by clinic assistants either to patients or parents.

Practical implications: The findings of our pilot study research bring out the significance of mindfulness and the areas of improvement from the paediatrician, point of view for ensuring trust toward building physician-patient-centric disease management. More insights are expected from our final study and from other ongoing studies across the world.

Originality/ value: This research work from India involving pediatricians has further broadened the importance and the role of mindfulness along with its impact on parent's satisfactory consultation, aiming for the recovery of their child with a cheerful experience with physicians and staff, in their clinical practice.

UNETHICAL PRO-ORGANIZATIONAL BEHAVIOUR IN THE NEW NORMAL: A GENDER-CENTRIC STUDY ON THE IMPACT OF PSYCHOLOGICAL OWNERSHIP AND MACHIAVELLIAN PERSONALITY

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In the era where sustainability is of prime importance, Unethical pro-organizational behaviour (UPB) has gained interest of researchers and has been linked with many negative variables in an organization but little is known about the possible negative influence of those positive variables which tend to boost an organization. From the world-famous incidents, it is well known that UPB can certainly hamper the sustainability of an organization as well as create social and environmental hazards. Citizens of India is also no exception but has become a victim of such malpractice and yet there are not much studies being conducted in India to address the increasing unethical pro-organizational behaviours. This study aims to shed light on the significance of gender differences in understanding the relationship between psychological ownership, dark triad personality traits (Machiavellianism), and UPB. A sample of (n=200) employees were selected through purposive sampling from the southern part of India and the results revealed that psychological ownership and dark triad personality was significantly correlated and had high predictive value for UPB. Intriguingly, the results also revealed that compared to females, males tend to have significantly high psychological ownership, Machiavellian personality, and unethical pro-organizational behaviour. Therefore, it can also be concluded that increased psychological ownership and Machiavellian personality tend to predict unethical pro-organizational behaviour in males than in their counterparts. Furthermore, Machiavellian personality did not moderate between the association between psychological ownership and UPB, but had a direct influence. Overall, this study is relevant in the context of modern organizations striving for sustainability and ethical conduct, providing valuable insights into the dynamics of UPB, psychological ownership, and dark triad personality traits, with a specific focus on gender differences.

MINDFULNESS AND DANCE AESTHETICS FOR SELF-REGULATION

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There are separate studies on mindfulness and dance aesthetics in connection with personality development in individuals. But the effect of a combination of mindfulness and dance aesthetics on one's personality development seems to be a lesser explored area for research based on the available literature. The study intends to explore the path of mindfulness through dance aesthetics for personality development of an individual, which is necessary for better performance in any domain.

A CRITICAL REVIEW OF JOURNEY-CENTRIC MINDFULNESS

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As the mindfulness movement is growing, so is the criticism. Doctrinal dilution, overpromising, commoditization, lack of wisdom aspect, and scientifically unproven claims are some of the criticisms levelled against some forms of mindfulness. Most of the criticism is directed towards mindfulness practices belonging to the attentional family. In this paper, we focus on a form of mindfulness called journey-centric mindfulness belonging to the deconstructive family of meditation practices characterised by emphasis on reflection and self-inquiry. And we review it through a critical lens informed by the diverse criticism. Journey-centric mindfulness (JCM) is defined as a process of learning to see clearly despite biased thinking anytime anywhere. We present key assumptions, the approach, and key characteristics of JCM. Then ask the following questions: How compatible is it with Buddhist tradition? And, how compatible is it with contemporary cognitive neuroscience? We show that JCM shares some characteristics with the Burmese-style Vipāssana tradition but also differs from it in some key aspects. It can be seen as a journey of learning without a destination or progress indicators. This appears to be in sharp contrast with Theravāda Buddhist tradition where insight progress indicators and the ultimate goal of nirvana are defined in the Pali canon. However, when we bring in the doctrinal tenets of the Mādhyamaka school of Buddhism founded by Nagarjuna, the differences don't hold that well.

For the second question of assessing JCM's compatibility with cognitive neuroscience, we pick a promising framework called active inference. Building on the prior work, we show that JCM is compatible with the current understanding of cognitive neuroscience as seen through the active inference lens. Thus, we show that JCM is a robust and practical approach.

MODELING EMOTIONAL INTELLIGENCE AND SPIRITUAL INTELLIGENCE ON BURNOUT: MEDIATING ROLE OF MINDFULNESS

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Although there are few studies available on studying the relationship between emotional intelligence and burnout; spiritual intelligence and burnout of banking sector in general. Literature is scant about systematically analyzing the mediating role of mindfulness between emotional intelligence and burnout; spiritual intelligence and burnout in specific. Following the conservation of resource theory, the present study develops conceptual framework which provides valuable insights. First, mindfulness plays a mediating role between EI and burnout; SI and burnout. Next, mindfulness also has positive impact on burnout. Third, emotional intelligence and spiritual intelligence has negative significant relationship with burnout. The findings have practical implication for firms in general and banking sector in specific in framing policies and mindfulness based practices among the organization.

THE TAPESTRY OF MINDFULNESS: ADVANCING RESEARCH THROUGH CONCEPTUAL SYNTHESIS

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This systematic literature review has a threefold purpose: first, to examine what constitutes mindfulness; second, to synthesize the conceptualization of the individual-level construct of mindfulness; and third, to discuss future areas of research. We employed a structured approach to review definitions of mindfulness from different viewpoints and themes. Following triangulation and the ontological theory of concept, we conduct two studies to determine the attributes that constitute mindfulness. A synthesis of the literature suggests that present-moment awareness and attention constitute necessary and jointly sufficient attributes of construct mindfulness in individuals. Three outcomes of the analysis, review, and synthesis are: 1) a definition of mindfulness, 2) a conceptual framework of "what is mindfulness?" and 3) a conceptual model for future research. This is the first systematic literature review to conceptualize mindfulness using necessary and sufficient analysis.

TRACK 6A : Organizational Mindfulness

THE CRUCIAL ROLE OF EMPLOYEE ENGAGEMENT AND MINDFULNESS IN SHAPING RESILIENT BUSINESS STRATEGIES

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In a period of remarkable inevitability and rapid transition, organisations must create adaptability in their strategies to effectively navigate transforming environments. This paper investigates the interdependence of employee engagement, mindfulness practises, and the development of resilient business strategies. The study tries to reveal the mechanisms by which engaged and attentive employees contribute to an organization's adaptive capability and ability to thrive in unpredictable times, based on a comprehensive review of literature and empirical evidence. This research paper examines the crucial significance of employee involvement and mindfulness in developing flexible company strategies. In a dynamic environment, businesses need ways that not only endure challenges but also encourage adaptation and creativity. This study looks into how engaged, motivated, and committed employees contribute to strategic decision-making

ORGANIZATIONAL RESILIENCE

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Organizations need to develop a resilience capacity which helps them to cope with unexpected events, bounce back from crises and even foster future success. Resilience is the ability to forestall disruptions and to effectively bounce back from inconvenient situations. More research is required about organizational capabilities that constitute resilience and conditions for their development. This paper contributes to this research by understanding the complex construct of organizational resilience. Each organization is exposed to their own threats and vulnerabilities; to survive they need to safeguard their economy from different disruptions such as global hazards, cyber-attacks, and natural disasters. These sudden disruptions in organizations can cause the breakdown of a key supplier, impurity on the production line, or unsatisfied employees that instigate chaos.

Therefore, enhancing organizational resilience should be an important goal of any business to control or prevent abrupt disruptions.

Organizational resilience is the organization's ability to adapt, recover and thrive during disruptions and crises. These challenges include natural disasters, economic downturns, pandemics and more. A resilient organization can effectively anticipate, respond to and recover from adverse events while continuing to operate and fulfill its mission. It is a capability of an organization to anticipate crises, react to short-term shocks and adjust to the unexpected disruption.

Organizational resilience is not limited to crisis management but encompasses a holistic approach to building a culture and infrastructure that can withstand and adapt to challenges. It is an ongoing process that involves proactive planning, preparedness, and the ability to learn from each experience to become more resilient over time.

There are three successive resilience stages: anticipation, coping and adaptation which give an overview of underlying capabilities that form organizational resilience.

EXAMINING THE DUAL MEDIATION ROLE OF PSYCHOLOGICAL CAPITAL AND EMPLOYEE MINDFULNESS ON WORKPLACE SPIRITUALITY AND EMPLOYEE MENTAL WELL-BEING

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In human resource management, spirituality is becoming progressively more prevalent. Scholars and professionals alike are turning to spirituality for solutions to today's problems with human resources. Spirituality is connecting, transcending, and searching for a greater purpose or meaning at work. The current research study uses the notion of workplace spirituality to investigate the relationship between workplace spirituality and employee mental well-being, psychological capital, and mindfulness. This fills in conceptual and empirical gaps. Structural equation modelling (SEM) examines the connections between a few antecedents of mental well-being, such as psychological capital, mindfulness, and workplace spirituality. Data were gathered from 385 employees of different Indian IT sectors using the convenience sampling method, and SEM was carried out using the Smart pls version 4.0 software to test the hypotheses. It shows from the data that psychological capital and mindfulness impacted the employees' mental well-being.

Additionally, it was found that workplace spirituality significantly affects psychological capital and employees' mindfulness. A detailed literature review found that few prior research has examined the intricate connection between employees' mental health, psychological capital, workplace spirituality, and mindfulness. This study scientifically investigates the hypothesis that psychological capital, workplace spirituality, and mindfulness are significant determinants of employees' mental well-being in the context of emerging IT employees.

WEAVING THE FABRIC OF UNITY: THE IMPORTANCE OF WORKPLACE SPIRITUALITY IN FOSTERING DIVERSITY AND INCLUSION IN ORGANIZATIONS

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In today's fast-paced world, integrating spirituality into the workplace is gaining popularity. People increasingly recognize that a job can serve a higher purpose. While initially viewed through the lenses of performance, well-being, morale, job satisfaction, and burnout, workplace spirituality is now recognized as integral to nurturing an inclusive and diverse environment. This research deeply explores the profound connection between these concepts, emphasizing their role in shaping a harmonious and purpose-driven workplace.

Effectively managing diverse perspectives promotes unity and productivity within the organization. In the current dynamic organizational landscape, Workplace Spirituality is a vital factor, imbuing work with deeper meaning and purpose. This intricate relationship between Workplace Spirituality and Diversity & Inclusion (D&I) is central to the organizational culture. A spiritually enriched work environment reinforces acceptance and inclusivity, fostering a profound sense of belonging and mutual respect. This paper explores this connection, underscoring its strategic significance.

Workplace spirituality and D&I are not completely exclusive concepts, they mutually reinforce each other. Employees, finding a higher purpose in their work, experience an amplified sense of belonging and respect. Workplace spirituality is likely to act as a catalyst, nurturing an environment where diversity thrives, benefiting both individual and collective well-being.

The research outlines practical strategies to seamlessly integrate spirituality into organizational practices for enhanced diversity and inclusion.

A NARRATIVE REVIEW ASSESSING THE EFFECTIVENESS OF MINDFULNESS-BASED INTERVENTIONS IN MITIGATING PERSEVERATIVE THINKING

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Perseverative thinking, characterized by repetitive and unproductive thought processes, significantly contributes to the development and persistence of mental health disorders (Szkodny, LE., Newman, MG., 2018). The purpose of this narrative review is to evaluate how mindfulness-based therapies work to reduce perseverative thinking. Mindfulness, rooted in Eastern philosophies and embraced by the West, fosters non-judgmental awareness of the present moment led to reduce in rumination, worry, and emotional reactivity through inhibitory control mechanisms and metacognitive awareness (Keng et al., 2011). This reduction has broad implications, enhancing psychological well-being and alleviating stress, hopelessness, and anxiety symptoms (Schneiderman et al., 2005). This narrative review primarily focuses on non-clinical adult groups, showing consistently positive outcomes.

However, limited research exists for adolescents, and the scarcity of active control groups in randomized controlled trials (RCTs) deserves examination. Exploring the potential synergy of mindfulness-based therapies with other interventions is of interest. The current inquiry underscores mindfulness practices' benefits in alleviating persistent rumination, offering potential for mental well-being and physical health interventions. Choosing between Eastern-based mindfulness and Western-based cognitive behavioral treatments should depend on individual preferences, cultural considerations, and symptom severity. In the dynamic field of psychology, an integrated approach can provide comprehensive therapeutic interventions.

ORGANIZATIONAL MINDFULNESS: DEALING ORGANIZATIONAL NARCISSISM WITH MINDFULNESS

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“Organizational Narcissism” had always been into the existence including the mythological stories, British Colonial Rule and increasing exponentially in today's corporate world. However, the Indian culture has always addressed it with obedience, politeness, respect, obligation and commitment. Narcissistic tendencies are getting leveraged by leaders by projecting their strong image and gaining power and control.

However, this is a very unfair and unhealthy way of treating individuals and having harmful effects on the minds of people who goes through the process.

More is the exposure of such environment deeper are the impacts. Therefore it is very crucial to understand the pattern and develop the strategies to get out of the vicious cycle of emotional abuse and its effects.

This paper is trying to approach the impacts of a Narcissistic exposure at workplace and emphasize on the healing strategies through Mindfulness and empowerment.

GREEN ORGANIZATIONAL IDENTITY AND GREEN AUTONOMY AS PREDICTORS OF EMPLOYEE GREEN BEHAVIOR AMONG IT EMPLOYEES: THE MEDIATING ROLE OF GREEN ORGANIZATIONAL CULTURE

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Environmental sustainability has emerged as a critical issue in the setting of the contemporary workplace. This is especially true for the Information Technology (IT) sector, whose explosive growth is frequently accompanied by serious environmental consequences. In order to lessen these effects and help create a more ecologically friendly future, companies must investigate several approaches for encouraging eco-friendly behavior within its IT staff. An organizational green organizational culture in the IT sector denotes the adoption of principles, standards, and procedures that give environmental sustainability top priority in IT organizations. IT staff members are encouraged to conduct themselves in a way that is consistent with environmental values.

Employee adoption of sustainable practices is encouraged and environmental effect of IT operations is brought to light via an effective green culture in IT. Similarly, in the IT industry, a green organizational identity includes an IT company's reputation and image as an advocate for eco-friendly activities. Employees at an IT company are more inclined to endorse green principles when the organization is seen as a pioneer in environmentally friendly technology and is acknowledged for its dedication to sustainability. Previous literature shows the presence of employee green behavior among employees as a result of their own environmental beliefs. However, what remains uncovered is the effect of organization is building green behavior among employees, especially in the IT sector. Giving IT employees the freedom to integrate environmentally friendly practices into their regular work allows them to take responsibility for their actions and make a positive impact on the environment. IT staff members can use their technological know-how to develop and execute initiatives that have a smaller environmental impact. IT workers with green autonomy are more equipped to create and modify green practices to fit their unique jobs and project needs.

Hence, this paper aimed to study the relationship between green organizational identity and green autonomy experienced by the employee at the organization with their green behavior. The study also examined the mediating role of degree, diffusion and depth dimension of green organizational culture.

The findings show a positive association between green organizational identity and green autonomy, respectively, with IT employees' green behavior. Degree and diffusion dimension of GOC was found to act as significant mediators in the relationship between green organizational identity and green autonomy, respectively with employee green behavior of IT professionals. However, depth dimension of GOC did not mediate the relationship between green organizational identity and green autonomy, respectively with employee green behaviour of IT professionals.

IT firms that want to encourage their staff to participate in environmentally friendly projects must comprehend the predictive value of these variables. Because of its special ability to propel technical advancement, the IT industry has a significant potential to improve environmental sustainability. Research in the area can produce significant perspectives into how IT firms can use their culture, individuality, and independence to promote change and build a more sustainable future. IT companies can make significant progress on coordinating their aims with more general sustainability objectives and encouraging an eco-friendly work environment among their staff members by investigating these variables.

TRACK 6B : MINDFULNESS FOR ENVIRONMENTAL , SOCIAL AND GOVERNANCE (ESG) IMPACT

A STUDY ON AWARENESS OF MINDFULNESS AND ITS IMPACT ON THE MENTAL HEALTH OF CITIZENS OF NASHIK DISTRICT

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Mindfulness is a very ancient technique that originates from the Eastern culture and has roots in Buddhism. It is said to be older than 2500 years. Many have been inspired by Mindfulness. In the Western world, this concept was introduced by Jon Kabat-Zinn and his colleagues at the University of Massachusetts. In today's world where technology and life seem to be moving at a much faster pace, we can see that humans are getting entangled with stress, anxiety, work pressure, peer pressure, loss of focus, and many other issues.

Due to all these factors, we see that there is a hike in heart attacks and neurological diseases. Mindfulness can play a vital role in tackling all these issues. The irony here is that most people think that mindfulness can be achieved only through meditation or yoga, and that too has to be practiced at a particular time and in a suitable environment.

Whereas mindfulness can be achieved by practicing it in every moment. So, it can be said that Mindfulness is not an activity that needs to be done once a day, rather it is a way of living in every moment. This lifestyle needs to be practiced and that can have a good impact on the mental health of the citizens. There are many techniques by which this can be achieved and there is the necessity of teaching these techniques to the world. This study is about understanding the level of awareness that the citizens of Nashik have about Mindfulness and the impact that mindfulness has on their mental health.

UNVEILING THE INTERPLAY BETWEEN BARRIERS TO PROGRAM ACCESS AND THE EMPOWERMENT OF WOMEN IN 'SHASHAKT MAHILA, SAKSHAM MAHILA': A QUALITATIVE EXPLORATION

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Purpose: Bihar is a dynamic society with a considerable influence on the Indian policy framework due to the presence of Bihari settlers covering almost all regions of the country and abroad due to the opportunity deficit in Bihar. To address developmental lags and implementation challenges for women empowerment through a sustained combination of intra and inter-societal issues, the Bihar government has conceptualized 'Shashakt Mahila, Saksham Mahila' in the second part of its flagship scheme of "Saat Nischay Yojna" envisaged by the Chief Minister of Bihar. This paper aims to explore the interplay of multi-dimensional barriers to bottom-top and top-bottom approaches to women's empowerment, which are acting as impediments to women's self-reliance in financial, socio-cultural, and political spheres.

Design/methodology/approach: Data were collected from three villages of Bihar, accounting for 15 respondents, using a semi-structured interview.

Findings: The study found significant positive associations between schemes launched by the Bihar Government to empower women and their financial and social status. The research revealed that the effective implementation of policies aimed at promoting women's welfare remains a considerable challenge, particularly in light of the prevailing circumstances in rural Bihar with multitude of issues, collectively hindering women's empowerment in real terms.

Originality/value : This study showed how the barriers to women impede their empowerment and will help in associating the challenges faced by women and where there needs to be more work to be done.

CAN MINDFULNESS REVIVE KOTPAD HANDLOOM? TOWARDS A MULTI-STAKEHOLDER ADOPTION FRAMEWORK

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Kotpad handloom, a time-honored fabric art originating from the southern Odisha town of Kotpad, is not just an ancient weaving tradition but also a representation of sustainability and organic craftsmanship. Recognized by the Government of India's Geographic Indication (GI) Certificate, Kotpad handloom sarees resonate with the global movement towards climate-friendly products. However, despite its unique organic dyeing process using materials like the root of the Indian Madder Tree ('Aal') and its recent acknowledgment as One District, One Product (ODOP) for Koraput District, a disconnect remains between Kotpad products and the global mindful consumption movement.

These handlooms are not only ecological but also reflect the daily lives of Odisha's tribal communities through their motifs, symbolizing nature and indigenous traditions. The sustainability of the Kotpad handloom is twofold. While the product aligns with global trends towards organic and eco-friendly fashion, challenges persist, such as dwindling local and national demand coupled with a lack of support and the rise in the cost of sourcing dyes from distant locations.

Our study to explore ways and means to revitalize the Kotpad handloom industry identified that a multifaceted approach is necessary. Engaging stakeholders, from government entities like the Govt. of Odisha, the Govt. of India, the World Bank, etc., local industry, and corporations to extend CSR support to the academic institutions doing research and the Indian diaspora promoting around the world, can illuminate a path forward. By raising consumer awareness and aligning with the values of mindful consumers, especially in regions like Western Europe and North America, the essence and resilience of Kotpad handlooms can be reintroduced to the world.

This study combines a field investigation of Kotpad with a relevant literature review of mindful consumption. The researchers propose a mindfulness model for the key stakeholders aligned with the mindful consumption movement around the world and the Sustainable Development Goals (SDGs). The study proposes a SMART model for stakeholder mindfulness and aims to contribute to broader discussions in India and around the world on the need for enhancing market outreach for such traditional and eco-friendly products to strengthen mindful consumption discourse.

FROM CONCRETE JUNGLE TO BIOPHILIC OASIS: EXAMINING THE IMPACT OF SUSTAINABLE URBAN EVOLUTION OF BIOPHILIC DESIGN ON WORK ENGAGEMENT AND JOB PERFORMANCE

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Researches has shown insights into the potential of incorporating nature-based principles to create flourishing and productive workspaces in urban settings. This study investigates how biophilic designs, an integrating nature-inspired design, in an office settings impacts work engagement and job performance of employees. The study, conducted within corporate companies in South Indian states, examines 300 participants selected through purposive sampling and employs a correlational-comparative methodology.

Findings reveal that biophilic designs (measured by biophilic index) has a significant positive connection with work engagement and its dimensions. Also, this study uncovers a meaningful association between biophilic designs and the contextual and task performance dimensions of job performance. Furthermore, individuals within high biophilic index groups exhibit notably higher scores in vigor, absorption, and dedication compared to those in low biophilic index groups. Moreover, employees of groups with high biophilic index scored significantly high in the task and contextual performance than the groups with low biophilic index.

These findings emphasize the considerable impact of incorporating biophilic design in urban landscapes on enhancing both work engagement and job performance. The insights derived from this study offer valuable guidance for organizations seeking to create more sustainable, engaging work environments fostering employee engagement and productivity.

AN EXPLORATORY STUDY IN SUSTAINABLE MENSTRUATION AND MENSTRUAL CUPS

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Sustainable menstruation promotes health, social well-being, and minimizes negative environmental impacts. As opposed to single-use tampons and pads, which absorb blood, the menstrual cup collects menstrual blood and can last for up to ten years. The present study attempted to understand the awareness level about sustainable menstruation and menstrual cups, intention to use menstrual cup, and factors

inhibiting as well as facilitating the use of menstrual cups among young women. Data was collected through a survey of 1937 menstruating college students in Kerala. The study indicated a high level of awareness about cloth pads and menstrual cups among college students. Though the use of menstrual cups was found to be low, the intention to use menstrual cups was reported to be above average. The major factor for not using menstrual cups was related to fear of vaginal insertion and the major facilitating factor was found to be convenience. The study results will provide insights into designing focused awareness sessions to mitigate the reasons for not using menstrual cups

DESTIGMATIZATION OF MENSTRUAL HYGIENE PRODUCTS THROUGH MINDFULNESS

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This paper delves into the pervasive issue of stigmatization surrounding menstrual hygiene products and aims to address this challenge by proposing strategies for promoting consumption through the routes of mindfulness. A systematic literature review (SLR) is conducted to examine the existing body of knowledge on menstrual hygiene product stigmatization, its implications, and potential avenues for promoting mindful consumer behaviours. Findings are elevated towards mindfulness as a key mediator for mitigating the stigma associated with menstrual hygiene products. Three key determinants of social support, self-compassion and identity were extracted using the SLR method.

UNVEILING THE NEXUS BETWEEN ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) PRACTICES AND OPERATIONAL DYNAMICS IN DOMESTIC SYSTEMATICALLY IMPORTANT BANKS OF INDIA: A QUALITATIVE EXPLORATION OF STRATEGIC DECISION-MAKING AND STAKEHOLDER VALUE PROPOSITION.

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This research investigates the integration of Environmental, Social, and Governance (ESG) practices within Domestic Systemically Important Banks (D-SIBs) in India.

Employing a qualitative approach, it explores the nexus between ESG consideration strategic decision-making, emphasizing their impact on stakeholder relationships. The study addresses a critical research gap, providing nuanced insights into how ESG practices shape sustainable banking in the unique operational context of D-SIBs, contributing both academically and practically to responsible banking discourse in India

UNVEILING THE NEXUS: ENVIRONMENTAL, SOCIAL, AND GOVERNANCE PERFORMANCE AND ITS IMPACT ON THE COST OF DEBT FOR INDIAN FIRMS

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This study aims to assess the impact of Environmental, Social, and Governance (ESG) ratings on the cost of debt of Indian firms from the year 2017 to 2022. One of the challenges that corporate India is going to face moving forward is that regulations with respect to environmental conservation, CSR, and corporate governance will get stricter. This will undoubtedly push the companies to follow better ethical practices and safeguard the environmental policies. This paper evaluates through ESG lens of Indian companies concerning their financing decisions, viz the cost of debt. The firms under investigation are listed on the NIFTY 50, which reflects the top 50 companies in the eligible universe based on complete market capitalization. Data was sourced from the Bloomberg and companies' websites. The paper uses cost of debt as the dependent variable; ESG score & individual E, S, G scores as independent variables; Market capitalization, net debt to equity ratio and total debt to total asset ratio as control variables. Since the data was in a panel data format, so panel data regression was performed for the period FY2017 to FY2022, and the method used was Least Squares Method. Different models were considered and it was found that the cost of debt which is the dependent variable, had a negative coefficient i.e., higher the ESG score, lower the cost of debt component for the firm.

TRACK 7A : MINDFULNESS FOR EMPLOYEE WELL-BEING

PRESERVING PSYCHOLOGICAL WELL-BEING OF EMPLOYEES: AN ORGANIZATIONAL AGENDUM

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Covid 19 attacked and captured the world with a jolt disrupting economy, business and life all around the world. Responsible leaders took the task of saving their organizations to wade through the tough business climate. In an urge to survive financially and to remain in business; they ventured into new business ideas/models, irrespective of the amount of hard work it required from their employees. In the same urge to survive financially and to remain in job, employees worked day in and day out to perform/outperform. This extreme hard-work coupled with extremely uncertain climate, seemed to have taken a toll at employees' physical and psychological well-being. For organizational sustainability in the longer-run, employee well-being must be accorded due priority by every organization and its leaders, taking lessons once and for all, from Covid 19 induced climate.

(i) Purpose: The paper focusses on suggesting preservation strategies for the wellbeing of employees along with measuring the level of their psychological well-being, as a responsible leadership perspective.

Proposed Approach: The paper is an empirical study. The responses were collected from middle level managers of IT industry.

Employee well-being was assessed with the help of a 'Scale of Psychological Well-being' (Modified 18-item Scale). The responses were collected on 7-point Likert scale. Items that had a positive connotation were flipped so that a more accurate measurement of well-being can be obtained. Mean of all ratings for an individual-respondent denoted the level of well-being.

Findings: The paper looks into prioritizing psychological well-being of employees by analyzing psychological well-being.

Implications:

(i) The study will help organizations and its leaders to consider the psychological well-being of their employees as important and come up with appropriate policies to maintain it.

(ii) The study will help agencies, organizations and leaders to devise mitigation strategies for psychologically ill-healthy or potentially ill-healthy employees.

Originality Value: The paper focusses on the psychological well-being of employees as this is one of the areas which needs attention during the Covid 19 climate and post it too.

HARMONY AT WORK: NURTURING EMPLOYEE WELLBEING THROUGH MINDFULNESS PRACTICES

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In the paper "Harmony at Work: Nurturing Employee Wellbeing through Mindfulness Practices," the significant influence of mindfulness on building a resilient and well-rounded workforce in the modern workplace is examined. The introduction establishes the scene by emphasizing the growing significance of worker well-being and presenting mindfulness as a transforming tool in the face of the demanding and fast-paced nature of contemporary workplaces. The paper explains the fundamentals of mindfulness, including its history, tenets, and practice of being in the now. The tone for further talks about the useful applications of mindfulness in the workplace is established by this fundamental knowledge. By integrating the mind and body, mindfulness is explored in a way that goes beyond mental exercises to show its comprehensive character.

The report highlights the complex relationship between physiological wellness and mindfulness, highlighting its ability to lower stress hormones and improve immune system performance. It does this by drawing on neuroscientific research as well as psychophysiological investigations. These useful tools enable staff members to adopt mindfulness as a technique for managing the demands of their work lives, from regular routines to special meditation areas. The fourth portion looks at mindfulness as a way to boost emotional intelligence, develop empathy and self-awareness, and establish a collaborative and understanding work environment. The study also emphasizes mindfulness as an effective tactic for lowering stress and fostering resilience. It illustrates how mindfulness practices give workers the skills they need to handle stress, overcome setbacks, and face problems head-on with poise using case studies and real-world situations.

IMPACT OF MINDFULNESS ON EMPLOYEE WELL-BEING AND INNOVATIVE WORK BEHAVIOUR: A SYSTEMATIC REVIEW

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In this contemporary era, mindfulness is gaining a great deal of attention since it has been considered as an asset which directly or indirectly impact employees of the organizations. Mindfulness is innate which can be activated by providing proper mindfulness training. Previous literatures have linked mindfulness with various other variables (e.g., Organization citizen behaviour, job performance and burnout-related ill-being at work).

The present study aims to review the existing literature relating to mindfulness, innovative work behaviour (IWB) or creativity and employee well-being in order to build a model depicting relationships between these variables. To do this, inclusion and exclusion criteria was used. The papers which fall under the exclusion criteria were excluded from the study and the studies which came under the inclusion criteria were selected to examine and making conclusion.

Various theoretical and empirical studies, which addressed these variables, were examined to build arguments and propositions. With the help of these arguments, we propose that mindfulness is a crucial concept which impact IWB or creativity and employee well-being.

Self-Determination Theory (SDT) support the concept of mindfulness as it focuses on the theme of intrinsic motivation. This study presents a mediation model depicting linkages between these three variables. Hence, we conclude this paper by representing integrated model and presenting the positive relationship between mindfulness and employee well-being, mindfulness and IWB or creativity, and IWB or creativity and employee well-being.

This study will help researchers and organizations in designing their human resource policies and practices. Organizations can consider introducing mindfulness in the workplace to improve well-being and enhance innovation among employees.

EMPIRICAL EXPLORATION OF TRIGUNAS AND ANASAKTI - INVESTIGATING THE INFLUENCES ON PSYCHOLOGICAL WELL- BEING AND MINDFULNESS: INSIGHTS FROM THE BHAGAVAD GITA

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This empirical study examines the complex interconnections among trigunas (Sattva, Rajas, Tamas), Anasakti (detachment), and their influence on cognitive-affective mindfulness and psychological well-being. Drawing inspiration from the wisdom of the Bhagavad Gita, this study endeavors to fill a significant void in knowledge regarding the associations between ancient spiritual principles and contemporary well-being paradigms. Utilizing Structural Equation Modeling (SEM) on data obtained from 602 adult university students, this research reveals the mediating and direct effects that exist between the constructs.

The findings highlight the positive effect of Sattva on Anasakti, in contrast to the significant negative effect of Tamas, emphasizing the importance of regulating Tamas for enhanced psychological well-being and mindfulness.

The intricate nature of the relationship between Rajas and Anasakti unveils a marginally significant inverse effect. Acting as a mediator, Anasakti positively affects both cognitive-affective mindfulness and psychological well-being, confirming the hypothesized relationships.

Tamas is identified as a significant negative factor that has a profound effect on both mindfulness and well-being. The mediation analysis highlights the critical significance of Anasakti, which amplifies the positive effects of Sattva and the negative effect of Tamas. Comparisons with prior research highlight the unique aspects, particularly the complex relationship between Rajas, Anasakti, and wellness & mindfulness factors.

This study refines the existing theories by emphasizing the mediating function of Anasakti in the relationship between ancient spiritual principles and cognitive-affective mindfulness as well as psychological well-being. Practical implications include incorporating practices that promote detachment and implementing targeted interventions to regulate Tamas.

The insights gained from the Bhagavad Gita not only serve to revitalize our appreciation for ancient wisdom in understanding and promoting contemporary mental health, but also provide valuable guidance for future research into the intricate relationships between ancient philosophies and the complexities of the human mind.

EFFECTS OF FOREIGN WORKERS SOCIAL NETWORK ON THEIR WELL-BEING, MINDFULNESS PRACTICE, AND OUTCOME OF MINDFULNESS-BASED INTERVENTIONS

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Foreign workers are vital for host countries' economies, but thriving in a foreign environment requires enormous adjustments to their well-being. This study examines this by employing Social Network Analysis (SNA) to explore the impact of social networks on foreign workers' well-being, mindfulness practice, and participation in mindfulness-based interventions. Utilizing SNA, this research delves into the elements of centrality within the network of mindfulness-seeking foreign workers. The degree centrality, betweenness centrality, and closeness centrality dimensions are proposed to explain the influence of key individuals and company leaders who play pivotal nodes in disseminating and exchanging mindfulness practices, eventually leading to the outcome of mindfulness-based interventions. By framing mindfulness within the context of the network of foreign workers, this research aims to uncover the interconnected relationships that contribute to promoting this unique population's social and psychological well-being. The study also differentiates between direct and undirected networks, recognizing that foreign workers engage in one-on-one interactions and contribute to the collective fabric of the mindfulness-seeking community. By understanding the dual nature of these networks, we gain insights into the micro and macro dynamics shaping the mindfulness landscape among foreign workers. This research contributes to the burgeoning field of mindfulness by interconnecting the field of social networks, well-being, mindfulness practice, and mindfulness-based interventions. The research propositions offered by this research hold practical implications for designing targeted interventions and support systems that leverage the strength of social networks to enhance the mindfulness experience and well-being of foreign workers in a particular host country.

MINDFULNESS: THE GATEWAY TO INNOVATIVE THINKING AND CREATIVE SOLUTIONS

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In today's fast-paced and competitive world, the quest for innovation and creative solutions has become paramount in various domains, ranging from business and technology to arts and education. Amidst this pursuit, mindfulness has emerged as a transformative practice, offering a gateway to fostering innovative thinking and nurturing creative solutions. This research paper delves into the intricate relationship between mindfulness, innovative thinking, and creativity, exploring the mechanisms by which mindfulness practices influence and enhance the cognitive processes underlying creative ideation and problem-solving.

Drawing from a comprehensive review of existing literature, this paper examines the foundational concepts of mindfulness, elucidating its principles and applications in cultivating heightened awareness, focused attention, and non-judgmental observation of thoughts and emotions. It investigates how these fundamental elements of mindfulness contribute to expanding cognitive flexibility, divergent thinking, and the generation of novel ideas crucial for innovative endeavors.

TRACK 7B : MINDFULNESS AT WORKPLACE

IMPACT OF MINDFULNESS ON THE MODERN WORKPLACE

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In the ever-evolving landscape of the modern workplace, the well-being of employees has emerged as a paramount concern. The dynamic nature of industries, rapid technological advancements, and the pursuit of work-life balance have given rise to numerous challenges. This research paper delves into the "Impact of Mindfulness on the Modern Workplace" through a qualitative study, leveraging 30 in-depth interviews with professionals spanning various sectors, including Banking, Financial Services, and Insurance (BFSI), Education, Manufacturing, and more. In light of the prevalent issues such as workplace stress, the role of working women, and the distinctive lifestyle of Gen Z, this study explores how mindfulness practices can be instrumental in mitigating these challenges and enhancing overall well-being.

The modern workplace, characterized by its fast-paced and demanding environment, often leads to elevated levels of stress among employees. Through interviews, this research uncovers the debilitating effects of workplace stress on professionals across

sectors. Through interviews, this research uncovers the debilitating effects of workplace stress on professionals across sectors. It demonstrates that mindfulness, in the form of meditation, breathing exercises, and mindfulness training programs, offers a potent means to alleviate stress. Professionals who incorporate mindfulness into their daily routines experience reduced stress levels, improved focus, and better emotional regulation. As such, mindfulness is revealed as a crucial tool in fostering a healthier work environment.

Additionally, this research spotlights the unique challenges faced by working women in the modern workplace. The interviews reveal that the juggling act between professional and personal responsibilities plague the careers of working women and how mindfulness practices empower women by enhancing self-confidence, resilience, and promoting a healthy work-life balance. The study also explores the impact of the Gen Z lifestyle on the workplace. With the digital age ushering in new norms, Gen Z employees exhibit distinct expectations and behaviors, posing a challenge to traditional work cultures. Interviews with Gen Z professionals unveil their preferences for flexible work arrangements, digital connectivity, and an emphasis on mental well-being.

Mindfulness is identified as a means to bridge the generational gap, as it provides Gen Z employees with tools to manage stress, improve focus, and adapt to the evolving work landscape. Moreover, the research highlights the necessity for organizations to invest in mindfulness programs and initiatives. Companies that integrate mindfulness into their corporate culture witness notable improvements in employee engagement, productivity, and retention. Interviews with HR professionals and executives as well as Mindfulness professionals reveal the tangible benefits of mindfulness interventions, including reduced absenteeism, lower healthcare costs, and increased job satisfaction.

In conclusion, this research paper offers valuable insights into the profound impact of mindfulness on the modern workplace. It demonstrates that mindfulness practices can effectively address the challenges of workplace stress, empower working women, and resonate with the preferences of Gen Z employees. Furthermore, it underscores the importance of organizational commitment to mindfulness as a holistic approach to enhancing employee well-being and, consequently, the overall success of businesses in the contemporary work environment. As the workplace continues to evolve, embracing mindfulness is not merely an option but a strategic imperative for fostering a healthier, more inclusive, and productive work environment.

PREDICTING QUALITY OF WORK-LIFE THROUGH EMOTIONAL INTELLIGENCE OF BUSINESS MANAGEMENT FACULTY

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The present study aimed at predicting the Quality of Work-life (QWL) through Emotional Intelligence (EI) and to validate the proposed EI and QWL model. A descriptive design was used in this study. This is a pilot study conducted among the teachers at Business Schools/Management Institute. Mayer, Caruso, and Salovey EI scale and Simon Easton & Darren Van Laar QWL established scales were used to collect the relevant primary data from Business Management Faculty in Tamilnadu, India. As the collected data were quantitative in nature, quantitative approaches were adopted to analyze the data.

The data were ascertained for its validity and reliability. Correlation, Regression, ANOVA, and Structural Equation Modelling were used in this study to study the predictability and to test the conceptual model. The authors found that Emotional Intelligence was a significant predictor Quality of Work-life of management faculty. It was concluded that when an individual's EI rises, the respondents become more aware of the intricacies of dealing with QWL. This will boost their job satisfaction and allow them to better manage their work life.

THE MEDIATING ROLE OF INTRINSIC MOTIVATION BETWEEN PSYCHOSOCIAL SUPPORT AND WORK OUTCOMES

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In recent years, the survival of human lives has become challenging due to various natural disasters, man-made disasters, adversities, and a challenging work environment. Among these, a recent encounter of microorganisms, specifically the Coronavirus, has shook the countries to their core.

The repercussions caused by this unprecedented event are paramount and irrevocable. The framework of chaos theory or butterfly effect supports the notion that every event has a long-term impact. This COVID catastrophe will apparently lead to cascading effects and thereby affect the socio-economic status of the people. According to eminent researchers, one of the major determining factors of the country's progress is the growth of the various sectors, which have been found to be an antecedent to the socio-economic conditions. Pay structure, social support, culture of the organization, etc. pave the way for the better progress of the organisation and the individual as proposed by various motivational theorists. Having said that, the need of the hour is to support the work force psychologically to enhance their work performance, ensuring work-life integration and exuding knowledge-sharing behaviours among dual-career couples in India. The role of dual career couples is unavoidable in developing countries like India to meet the growing demands of the family. The current study emphasizes the role of locus of control (LoC) as a moderating variable and intrinsic motivation (IM) as a mediating variable. The study has proposed a conceptual model that needs to be tested empirically using statistical methods namely SPSS and AMOS. The paper concludes with the practical and theoretical implications, suggestions, and conclusions.

MINDFULNESS AND EMPLOYEE WELL-BEING

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Our paper explores the impact of mindfulness on multiple dimensions of well-being. It begins by highlighting how mindfulness reduces stress, enhances emotional regulation, and fosters resilience, resulting in improved physical health and overall well-being. Mindfulness also extends its influence into safety and security, promoting greater awareness and risk mitigation in personal and professional environments. In the realm of financial well-being, it equips individuals with the tools to make wiser financial choices by reducing impulsive spending and stress-related financial decisions.

Furthermore, mindfulness is shown to enhance mental and emotional well-being, leading to improved mental stability, emotional balance, and a more optimistic outlook on life. It fosters deeper interpersonal connections, nurtures social bonds, and encourages compassion, thereby contributing to social well-being. In the spiritual dimension, mindfulness provides individuals with a path to transcendence, inner peace, and a deeper sense of meaning and purpose. Professionally, mindfulness sharpens focus, emotional intelligence, and adaptability, supporting career growth and success. On a broader scale, mindfulness inspires acts of kindness and service, strengthening community bonds and contributing to societal well-being.

THE IMPACT OF MINDFUL LEADERSHIP ON ORGANIZATIONAL RESILIENCE

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This paper explores the profound influence of mindful leadership practices on enhancing organizational resilience. Rooted in the growing body of literature on mindfulness and leadership, the study delves into the interconnected dynamics between leaders' mindfulness, employee well-being, and the overall adaptive capacity of an organization. In the contemporary landscape of organizational challenges, the ability to cultivate resilience has become imperative for sustained success. Mindful leadership emerges as a promising avenue, with leaders playing a pivotal role in shaping a workplace culture that is both robust and adaptable.

The paper contributes to the evolving discourse on the impact of mindful leadership by examining historical perspectives, evaluating existing studies, investigating interconnected dynamics, and assessing empirical evidence supporting its positive influence on organizational resilience. This exploration is motivated by the conviction that leaders, through their mindful practices, can not only reduce stress and enhance their own well-being but also contribute significantly to the overall resilience of the organization. By synthesizing findings from diverse studies, the paper aims to elucidate the mechanisms through which mindful leadership positively influences decision-making, employee well-being, and the overall adaptive capacity of the organization.

PRELIMINARY INVESTIGATIONS ON SPIRITUALITY AT WORK: BRIDGING ETHICAL LEADERSHIP, EMPLOYEE CONSCIOUSNESS, AND WORKPLACE BEHAVIOR

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This paper delves into the mediating role of workplace spirituality in the correlation between workplace enablers (ethical leadership and employee consciousness) and their influence on the behavioral outcomes of employees - specifically, organizational citizenship behavior (OCB) and emotional labor. The study involves 270 employees within the IT sector in India.

Workplace spirituality, drawing on the framework of Ashmos and Duchon (2000), is operationalized with sub-constructs of inner life and meaning at work to assess its impact. Through multiple regression analysis, the results reveal a positive and statistically significant association between both ethical leadership and employee consciousness with OCB. The combined influence of ethical leadership and employee consciousness accounts for a substantial portion of the variance in OCB, underscoring their pivotal roles in fostering a workplace environment conducive to employees engaging in behaviors that surpass their formal job duties.

THE IMPACT OF CORPORATE GOVERNANCE ON MANAGERIAL EFFECTIVENESS AND STRESS MITIGATION: AN EMPHASIS ON CAPACITY OF MINDFULNESS

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Corporate governance refers to the structure and mechanisms that oversee and manage firms. A mindful leader aware of this system will make the organisation step up the ladder of success. This study investigates how corporate governance can reduce employees' stress and improve their performance by meditating on mindfulness capacity to enhance overall efficiency.

This survey of the manager of Indian firms will be taken to measure their attributes on the scale of corporate governance, including performance and conformance dimension, the capacity of mindfulness, their performance and stress. The anticipated outcome of the study will help improve the organisation's overall result by taking care of managers' well-being by reducing their stress and increasing their performance.

MINDFULNESS AND INTOLERANCE OF UNCERTAINTY AMONG STUDENTS: THE MEDIATING ROLE OF RESILIENCE

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Recent research has suggested that mindfulness impacts resilience and intolerance of uncertainty. This paper aims to investigate the impact of mindfulness on resilience and Intolerance of uncertainty, as well as the mediating role of resilience between mindfulness and Intolerance of uncertainty. The Mindfulness Attention Awareness Scale (MAAS), Resilience Assessment Questionnaire (RAQ-8), and Intolerance of Uncertainty (IoU-12) were utilised in the questionnaire. A total of 159 participants volunteered for the study. Our results indicate that mindfulness is negatively associated with intolerance of uncertainty, while resilience is positively associated with it. Additionally, our findings demonstrate that resilience positively mediates the relationship between mindfulness and intolerance of uncertainty. These findings highlight the significance of mindfulness interventions in enhancing resilience and tolerance for uncertainty in students and individuals.

TRACK 8B : Mindful Management in Contemporary Times

IMPACT OF ETHICAL CLIMATE ON SUBJECTIVE WELLBEING: THE MEDIATING ROLE OF PSYCHOLOGICAL EMPOWERMENT

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Purpose – The present study aims to explore the direct relationship between ethical climate and subjective wellbeing as well as indirectly through a mediator psychological empowerment using both ethical impact theory and situational strength theory.

Design/methodology/approach – A purposive sampling strategy was used to acquire a sample of 182 employees from the Indian IT industry via an online questionnaire. The postulated model was evaluated employing the structural equation modeling technique in SmartPLS 3.0 software.

Findings : The outcomes of the study confirmed a considerable positive relationship between ethical climate and subjective wellbeing as well as psychological empowerment; psychological empowerment is positively linked to subjective wellbeing. The findings support psychological empowerment as a mediator between ethical climate and subjective wellbeing.

Originality/value : This empirical investigation advanced the ethical climate literature by demonstrating ethical climate affects employees' subjective wellbeing. This study proposed an empirical model that demonstrates the role of psychological empowerment in the linkage between ethical climate and subjective wellbeing. Additionally, the theoretical model can be applied to different industries inside the country and other countries with similar features.

EXPLORING THE ROLE OF MINDFULNESS IN CORPORATE SOCIAL RESPONSIBILITY DECISIONS

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The aim of this paper is to explore the influence of mindfulness on managers Corporate Social Responsibility (CSR) decisions. A conceptual model has emerged depicting both individual and organizational mindfulness influencing CSR decisions as mediating variables. Individual and collective mindfulness originates from ethical orientation of leaders/managers which in turn emanates from their spiritual/religious background. Ethical orientation of managers impacts their CSR decisions. In the wake of corporate scandals, ethical orientation of managers is gaining importance. Mindfulness has originated from Buddhist religion; wisdom and compassion being its foundations with the aim of reducing suffering. However, the corporate exploit the mindfulness practice to gain more and more profit. This trend is termed as McMindfulness, which departs from the eastern philosophy of mindfulness, which thereby, worsens the condition of employees at the workplace by adding to their stress, as after undergoing mindfulness sessions they are expected to tolerate more pressure to attain organizational goals, yet remain sane. Thus, this study asserts using mindfulness practice in the right spirit for the benefit of the employees and the organization.

The role of spiritually mindfulness leadership is critical. This conceptual effort takes the understanding of mindfulness and decision making at the workplace in the CSR context forward. There are limited studies exploring the role of mindfulness in CSR decisions therefore future research needs to identify more variables, and analyze if there would be differences between developed and developing countries and countries with different cultures. Further empirical studies are suggested to establish the practicality of the model.

INTEGRATING NON-DUAL AWARENESS IN EMOTIONAL REGULATION: A COMPARATIVE REVIEW

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This comprehensive review paper explores the intricate relationship between non-dual awareness and emotional regulation, presenting a critical juxtaposition with the widely recognized mindfulness paradigm. The core objective of this scholarly endeavor is to elucidate the distinctive attributes of non-dual awareness and its consequential impact on emotional regulation while simultaneously addressing and critiquing the prevalent methodologies and limitations inherent in mindfulness practices. Non-dual awareness, deeply rooted in both spiritual and psychological traditions, offers a unique, non-dualistic perspective that transcends traditional subject-object divisions, providing a holistic framework for understanding and managing emotional states.

The paper initiates its discourse with a detailed exposition of non-dual awareness, delving into its historical and philosophical origins and highlighting its significant psychological implications. This exploration sets the foundation for an in-depth analysis of emotional regulation, a crucial aspect of mental health, where various strategies and their effectiveness in enhancing psychological well-being are scrutinized. The narrative then shifts focus to mindfulness, elaborating on its historical evolution, contemporary applications, and its role in emotional regulation. This segment lays the groundwork for a rigorous critique of mindfulness, spotlighting issues such as its commercialization, deviation from original principles, and its sometimes superficial approach to complex emotional dynamics.

Main aspects of this paper is the comparative analysis between non-dual awareness and mindfulness. This analysis reveals how non-dual awareness addresses and potentially rectifies some of the shortcomings associated with mindfulness, particularly in the context of emotional regulation. The paper argues that non-dual awareness, characterized by an integrative acceptance of experiences, fosters a more profound and effective approach to emotional regulation. This effectiveness is attributed to enhanced meta-cognitive awareness and a diminished tendency for personal identification with emotional states, leading to a more balanced and holistic psychological state.

Incorporating contemporary research, the paper further intensifies its examination, highlighting recent scholarly critiques of mindfulness, especially in scenarios necessitating deep emotional processing. These critiques underscore the limitations of mindfulness in its popularized form, which sometimes oversimplifies emotional complexities, leading to inadequate coping mechanisms. In contrast, the non-dual approach, by negating the observer-observed dichotomy, promotes a more integrated and profound engagement with emotional experiences.

In conclusion, the paper underscores the potential applications of non-dual awareness in psychological practice, advocating for its integration as a means to introduce novel paradigms in emotional regulation strategies. The paper calls for expanded research in this domain, suggesting that non-dual awareness holds substantial promise in revolutionizing contemporary mental health and well-being strategies, particularly by addressing some of the critical limitations identified in contemporary mindfulness practices.

MINDFULNESS PRACTICES IN THE NEW NORMAL: NAVIGATING UNCERTAINTY AND PROMOTING WELL-BEING.

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In the wake of unprecedented global events, this research explores the profound impact of mindfulness practices as a crucial tool for navigating the challenges of the "new normal." Delving into both psychological and physiological dimensions, the study elucidates how mindfulness interventions empower individuals to cultivate resilience, manage stressors effectively, and establish equilibrium amidst prevailing uncertainty.

Examining the psychological underpinnings, the study analyzes how mindfulness serves as cognitive scaffolding, fostering heightened self-awareness and emotional regulation. Synthesizing evidence from diverse psychological perspectives, the paper

unravels the interplay between mindfulness and cognitive restructuring, revealing pathways that transform uncertainty into opportunities for personal growth.

Simultaneously, the research extends its focus to the physiological realm, unraveling the intricate dance between mindfulness and the autonomic nervous system. Synthesizing empirical findings, the paper explores the impact of mindfulness on stress reactivity and the modulation of inflammatory pathways. This dual-dimensional exploration underscores the holistic nature of mindfulness and its potential to alleviate the physiological toll of prolonged exposure to uncertainty.

Taking an innovative approach, the paper explores the sociocultural implications of mindfulness in the new normal. Investigating its role in fostering community resilience and promoting collective well-being, the research sheds light on mindfulness as a transformative social force, accentuating the broader societal implications of its integration.

In synthesizing these dimensions, this research contributes to the literature on mindfulness, offering actionable insights for individuals, mental health practitioners, and policymakers. By bridging theoretical and practical aspects, it serves as a beacon for integrating mindfulness practices into our collective toolkit, fostering a resilient and flourishing global community amidst the intricate terrain of the new normal.

EMBRACING DIGITAL TRANSFORMATION MINDFULLY: A PATH TO SUSTAINABLE SUCCESS

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This study investigates the crucial role that mindfulness plays as a catalyst for fostering digital change within organisations. In a time of swift technological progress and changing corporate environments, effective digital adaption is now essential. This study explores how organisations motivate and mentor their staff members as they navigate the complex process of digital transformation. Through the integration of digitalization tactics and real-world case studies, the research demonstrates the many effects of mindfulness on cultivating a culture that values creativity, flexibility, and forward-thinking. The research pinpoints the essential leadership attributes, communication tactics, and change management methodologies that mindfulness utilises to galvanise their groups, harmonise corporate objectives, and maneuver through the intricacies of technological transformation. As the cornerstones of organisational control in the digital age, the findings highlight the importance of mindfulness, visionary thinking, and effective communication.

This study adds to our understanding of how mindfulness might act as transformative agents to help organisations successfully navigate the digital transformation process by illuminating these dynamics.

TRANSCENDING PAIN THROUGH MINDFULNESS: AN IN-DEPTH CASE STUDY

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Mindfulness is a technique that receives much attention in the contemporary world. It helps to focus more on the present moment, here and now by enjoying every little moment by closely observing the sensations happening in the body. Pain tolerance is the level of pain that a person can bear or tolerate. The present study majorly focuses on the role of mindfulness on pain tolerance. An in-depth case study method was employed. Semi-structured interviews and observation were used to gather data. Data was coded and sub-themes and themes were extracted. Data analysis was carried out utilizing a holistic case study analysis, which comprises of the case's description, its history and chronology, its day-to-day depiction of activities, its themes and subthemes, its meanings, and the lessons learned. Six themes were derived from the study which includes personal attributes and experiences, illnesses, injuries & treatment methods, support from significant others, experience of pain before learning about mindfulness & exploring the technique of mindfulness, gaining mastery over mindfulness and drawing upon its benefits, promoting the technique of mindfulness. The findings of this study indicate that mindfulness can significantly enhance pain tolerance and will help to transcend pain. It also shows the transforming nature of pain using mindfulness while minimizing reactivity to it in order to retain productivity and quality of life even when suffering from chronic pain. The implications and limitations of the study are discussed.

TRACK 9B : Mindfulness for Pro-Social Behaviour

IMPACT OF NEGATIVE EMOTIONS ON CREATIVE SELLING: MITIGATING ROLE OF MINDFULNESS

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Minimal research has been done to understand how anxiety and other negative states and behaviors impact cognitive performance, like creative selling. Recent research shows a promising approach towards a state of mindfulness in mitigating negative emotions at work.

A cross-sectional quantitative approach was undertaken to understand the impact of Fear of failure and anxiety on Creative selling and the role of mindfulness. Around 237 employees (sales employees) participated in this study.

The results show that Fear of Failure negatively impacts creative selling, and anxiety mediates the relationship. Mindfulness moderates the relationship between Anxiety and Creative selling.

UNLOCKING GREEN CREATIVITY: THE STUDY OF MINDFUL INNOVATIVE HR STRATEGIES FOR SUSTAINABLE BUSINESS

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This study investigates the impact of specific green Human Resources (HR) strategies on organizational Sustainability, as measured by Environmental, Social, and Governance (ESG) Scores. The analytical framework employs independent sample t-tests to compare the mean ESG Scores between companies implementing these green HR strategies and those that do not.

The results reveal that companies embracing Green Training Programs and Sustainable Employee Engagement Initiatives demonstrate significantly higher ESG Scores compared to those without such initiatives. This supports the first objective, highlighting the positive impact of employee-focused green programs on overall sustainability performance. Similarly, organizations supporting Flexible and Sustainable Work Policies exhibit markedly greater ESG Scores than those without

such policies, aligning with the second objective. This emphasizes the significance of HR policies promoting work flexibility in enhancing organizational sustainability. Furthermore, the study finds that companies prioritizing Eco-Friendly Workspace Design with energy efficiency, natural lighting, and sustainable materials showcase significantly higher ESG Scores than those neglecting these considerations. This result is in line with the third objective, emphasizing the critical role of environmentally conscious workspace design in fostering sustainability. The findings underscore the practical applicability of integrating green HR strategies into organizational practices, contributing to elevated ESG performance. These results have implications for various industries and underscore the need for businesses to adopt environmentally conscious HR practices to enhance overall sustainability. The study concludes with suggestions for further research, including longitudinal studies, industry-specific analyses, and investigations into the financial implications of green HR strategies, aiming to deepen our understanding of the complex relationship between HR practices and organizational sustainability.

MINDFULNESS IN LEADERSHIP: INVESTIGATING THE IMPACT OF MINDFULNESS PRACTICES ON KEY LEADERSHIP QUALITIES

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In the traumatic realm of contemporary management, intellectual prowess by myself is no longer enough. This research delves into the promising realm of mindfulness in leadership, exploring how practices like meditation, conscious verbal exchange, and self-mirrored image effect vital leadership abilities. From knowledgeable selection-making and collaborative war decision to empowered delegation, sharpened critical wondering, and cohesive team building, mindfulness appears to hold transformative capability. Analyzing research, case studies, and doubtlessly empirical statistics, this study assesses the impact of mindfulness interventions on leadership development and gives proof-based totally tips for integrating them into schooling programs. Ultimately, it targets to light up the transformative capability of mindfulness for leaders, offering a roadmap for companies to cultivate a extra aware and flourishing culture. By demonstrating the concrete hyperlinks among mindfulness and important leadership competencies, this research seeks to inspire the adoption of mindfulness as a treasured device for reinforcing management effectiveness and organizational properly-being.

HARMONIZING WORKPLACES: INTEGRATING MUSIC AS A WELL-BEING INTERVENTION FOR STRESS REDUCTION, POSITIVE EMOTIONS, AND SPIRITUAL ENHANCEMENT

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Existing therapeutic literature underscores the profound connections between music, positive emotions, and spirituality, showcasing its capacity to alleviate stress, induce relaxation, and enhance overall work efficiency. Music therapy is recognized for triggering intense personal positive experiences, fostering a deeper connection with reality, and promoting spiritual well-being. Research indicates that heightened positive emotions and spiritual experiences contribute significantly to self-connection and improved interpersonal relations.

In the context of organizational environments, where stress and negative emotions often prevail, there is a substantial impact on individuals' emotional states and operational efficiency. This paper focuses on constructing a model that positions music as a well-being intervention strategy in high-stress workplaces, aiming to enhance self-management and interpersonal effectiveness. Through an extensive review of secondary literature, the paper establishes a cohesive link between stress, music intervention, positive emotions/spirituality, and self/other management.

MINDFULNESS AS EMPLOYEE CITIZENSHIP BEHAVIOR AND EMPLOYEE GRATIFICATIONS

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Purpose : The objective was to assess whether or not workplace culture, job satisfaction, and relationships between employees and employers were improved by Theravada Buddhist mindfulness practises of psychosocial interventions. We anticipated insightful learning about the way mindfulness will affect employees and employers interact. Research was conducted to compile information on the consequence of mindfulness so that organisations might practice it more effectually.

Design/Methodology/Approach : A survey on the population of Bhutan was conducted using a purposeful sample in order to determine the effect of mindfulness techniques in the workplace.

Results : The findings of the studies show that Theravada Buddhist mindfulness

techniques adopted by organisations/employees have a positive impact on relations between employees and employers. Employees are more satisfied in their jobs and feel more connected to their employers with positive workplace culture. Originality : It is an original data of survey questionnaire.

Research Limitation : The study is based on the analysis of survey results, however experimental research using an intervention technique of mindfulness to explore the process of mindfulness and its implications might be more informative.

HOW MINDFUL LEADERSHIP CAN SHAPE AND INFLUENCE ORGANIZATIONAL CULTURE

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The increased emphasis on productivity at work and employee engagement has sparked a new interest in mindful leadership, a leadership style that incorporates mindfulness practises into leadership behaviours. The impacts of mindful leadership on employee engagement, team dynamics, and organisational culture are investigated in this study. To complete the study, in-depth interviews with working professionals and surveys of organisational leaders were done. The survey findings demonstrated a link between mindful leadership and all three outcomes. Employees who worked with attentive leaders demonstrated higher levels of engagement, closer relationships with coworkers, and higher levels of satisfaction with the organisational culture. Mindful leadership practises have been shown to improve stress management, interpersonal communication, and trust among employees, enabling a collaborative and supportive work environment. The results of the survey confirmed the favourable influence of mindful leadership on organisational culture. These findings imply that human resource managers should prioritise mindful leadership development programmes, while organisational leaders should create a welcoming climate for mindfulness practises. Organisations can develop a productive work culture that encourages employee engagement, team cohesiveness, and overall organisational performance by embracing mindful leadership. This research adds to the developing body of knowledge about mindful leadership and its potential to improve workplace outcomes. The findings are useful for HR experts and organisational leaders who want to create a more happy, productive, and long-term work environment.

HARNESSING MINDFULNESS: AN EMPLOYEE CENTRIC NOVEL APPROACH FOR MAKING CONSCIOUS DECISIONS IN THE WORKPLACE.

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“Human Brain” has always captivated scientists with its enduring mysteries. Whether unraveling the intricacies of human psychology, probing the depths of human consciousness, or unveiling the hidden potential within the subconscious mind, researchers have been on an unending quest to explore its enigmatic secrets. When we delve into the core realms of human psychology, we invariably encounter the presence of biases in the subconscious, conscious, and mindful decisions that individuals make when confronted with diverse situations and challenges. The stimuli and outliers presented to the human mind play a pivotal role in the decision-making process. Consider this scenario: when an employee is asked to complete a task beyond their regular working hours, the immediate response is often a negative one. However, a simple change in circumstances, such as the offer of an additional reward, can prompt the employee to reconsider. Now, imagine introducing an outlier to this scenario, where the employee is faced with the critical need to attend to someone waiting at the office reception. In the majority of cases, the employee would prioritize attending to the person over the task. This vividly illustrates the significant role that situations, outliers, and conditions play in shaping our decisions. Efficient decision-making demands a sense of consciousness and a meticulous evaluation of all potential situations.

In this paper, our aim is to shed light on innovative approaches that empower employees to make mindful decisions. By doing so, we seek to not only create enhanced opportunities but also to find better solutions that promote individual growth and, most importantly, establish a harmonious work-life balance. Our exploration into the human brain's workings and its profound influence on decision-making is not just an inquiry into the inner workings of the mind, but a quest to unlock its full potential for the betterment of individuals and organizations alike.



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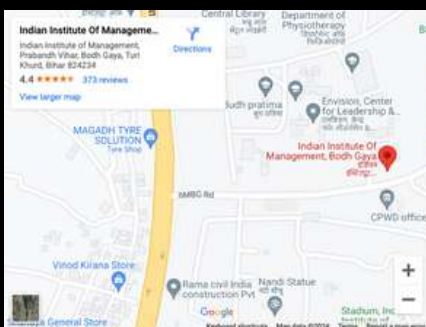
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