

Contents

Articles

Exploring the Role of Artificial Intelligence in Sustainable Development: A Bibliometric Analysis <i>Apoorva and Anamika</i>	115
Unraveling FOMO Relations with Behavioral Biases on Investment Decision: A Study on the Psychology of Investor's Behavior <i>Rakshika and Hareesh Kumar T.</i>	131
Dynamics of Financial Literacy, Savings Behaviour and Entrepreneurial Intention: Insights from a Study of Northern India <i>Guneeet Kaur, Vinayaka Sharma and Pallvi Rani</i>	144
A Bibliometric Analysis of Social Media Marketing and Customer Engagement in Retail (2016–2024) <i>Ajit Kumar</i>	156
Impact of Dividend Announcement on Share Price: Empirical Evidence from the National Stock Exchange <i>Harmanpreet Kaur and Rajinder Kaur</i>	169
Digital Transformation of the Hospitality Sector in Rajasthan: A Literature Review <i>Reetika and Dinesh Bansal</i>	176
Role of Organic Farming in Enhancing Sustainable Agricultural Development: A Review of Indian Trends and Policy Implications <i>Tilak Raj</i>	187
Farmers Perceptions and Barriers to Organic Farming Adoption: Evidence from Himachal Pradesh <i>Arush Dev and Tilak Raj</i>	199
The Knowledge Blackout: Workplace Incivility, Contract Breaches, and the Light of Ethical Leadership <i>Shikha Saloni and Poonam</i>	212