

**RECENT TRENDS AND
DEVELOPMENT IN RESEARCH**
(अनुसंधान में नवीन प्रवृत्तियाँ एवं विकास)

Edited by

Dr. Anjila Singh Mehla

Assistant Professor

Department of English

S.S. Jain Subodh PG College (Autonomous), Jaipur, Rajasthan

Dr. Shweta Sharma

Assistant Professor

Department of History

S.S. Jain Subodh PG College (Autonomous), Jaipur, Rajasthan

MGM PUBLISHING HOUSE

JAIPUR – DELHI

Text © Authors, 2025
Cover Page © MGM Publishing House, Jaipur

This book, or any part thereof must not be reproduced or reprinted in any form, whatsoever, without the written permission of authors except for the purpose of references and review.

Published by
MGM Publishing House
Durgapura, Jaipur-302015
Rajasthan, India

ISBN: 978-93-49468-18-4
DOI: 10.62823/MGM/2025/9789349468184

Edition-I: December 2025

All rights reserved. No part of this book may be reproduced in any form without the prior permission in writing from the Publisher.

Price: Rs. 1235/-

Printed by:
In-house-Digital
Jaipur-302018

Disclaimer

The author is solely responsible for the accuracy, integrity, and originality of all facts, figures, data, analyses, and interpretations presented in this manuscript. All data used in the study have been collected, processed, and analyzed by the author, and any errors or omissions remain the exclusive responsibility of the author. The views and conclusions expressed herein are those of the author alone and do not necessarily reflect those of any affiliated Editors, institution, funding body, or publisher.

This is to certify that this edited book entitled
"Recent Trends and Development in Research
(अनुसंधान में नवीन प्रवृत्तियाँ एवं विकास)" bearing ISBN
No. 978-93-49468-18-4 is refereed and published
after due peer-review process.

Thanks


Publisher



SUDEEP KAUR IFS
Conservator of Forests (Co-ordination)
Rajasthan
Aranya Bhawan, Jhalana Institutional Area,
Jaipur

Foreword

I am delighted to write this foreword for the volume *Recent Trends and Development in Research (अनुसंधान में नवीन प्रवृत्तियाँ एवं विकास)*. The book is a true reflection of invaluable and applaudable effort to foster interdisciplinary research that addresses emerging global and national challenges.

In today's fast-paced evolving world, collaboration among diverse fields such as Science, Humanities, Management, Health, and Education is crucial for sustainable and inclusive growth. This anthology brings together significant insights and innovative perspectives that accentuate the power of knowledge to shape policy, improve practice, and inspire progress.

I applaud the editors Dr. Anjila Singh Mehla and Dr. Shweta Sharma, and contributors for their scholarly contribution and their commitment to advancing research as an instrument of development. This work will, I am sure, inspire both academicians and young researchers to pursue inquiry with purpose and vision.

SN

Dr. Yuvraj Singh Gurjar
Additional Director
Department of IT & Communication
Government of Rajasthan

Foreword

I am pleased to formally acknowledge and commend the publication of the volume *Recent Trends and Development in Research* (अनुसंधान में नवीन प्रवृत्तियाँ एवं विकास), an intellectually robust and timely academic endeavour that meaningfully advances the culture of research, innovation, and interdisciplinary engagement. At a moment defined by accelerated technological change, shifting socio-economic priorities, and complex patterns of human behaviour, the significance of rigorous, methodologically sound, and ethically grounded research cannot be overstated. Such scholarship is indispensable to informed policy formulation, institutional planning, and sustainable development at both national and global scales.

This volume compellingly assembles scholarly contributions from Science, Humanities, Management, Health, Education, and allied domains, demonstrating the widening scope of contemporary research and the urgent need for integrative, evidence-based, and socially accountable knowledge frameworks. The chapters address a diverse range of pressing and forward-looking themes, including consumer cognition, financial decision-making, digital psychology, sustainability practices, electric vehicle adoption, waste governance, economic crops, and advancements in nanoemulsion technology. Particularly noteworthy are the discussions on intellectual property rights, which foreground the crucial interface between innovation, regulation, and ethical responsibility.

Equally persuasive is the volume's engagement with human resource management and organisational studies. Critical analyses of virtual work cultures, HR analytics, artificial intelligence, and Industry 5.0 offer valuable insights into the reconfiguration of work, leadership, and institutional ecosystems in an increasingly digital and automated environment. The volume further strengthens its relevance by addressing contemporary educational transformations through studies on online learning and evolving pedagogical models, thereby underscoring the pivotal role of research in enhancing governance, institutional effectiveness, and societal progress.

The editors, Dr. Anjila Singh Mehla and Dr. Shweta Sharma, along with the contributing authors, deserve recognition for their dedication to academic excellence and intellectual rigor. This publication will be a useful resource for scholars, researchers, practitioners, and policymakers, promoting ongoing scholarly collaboration that aligns with national priorities and development goals within an interconnected global research environment.


(Dr. Yuvraj Singh Gurjar)



Foreword

I am pleased to place on record my appreciation for the publication of the volume Recent Trends and Development in Research (अनुसंधान में नवीन प्रवृत्तियाँ एवं विकास), which represents a significant academic initiative aimed at strengthening the culture of research and innovation. The work underscores the growing importance of systematic inquiry in addressing contemporary national and global challenges.

In the present context, where informed decision-making and evidence-based policies are essential for sustainable development, research across disciplines plays a vital role. This volume brings together diverse perspectives from Science, Humanities, Management, Health, and Education, highlighting the value of interdisciplinary approaches in generating practical knowledge and informed solutions. The themes explored in this compilation reinforce the relevance of research in improving governance, institutional practices, and societal outcomes.

The efforts of the editors, Dr. Anjila Singh Mehla and Dr. Shweta Sharma, as well as the contributing authors, merit appreciation for their commitment to academic excellence and intellectual rigor. Their work contributes meaningfully to the advancement of research and will serve as a useful reference for academicians, policymakers, and young researchers.

I earnestly hope that this publication will also inspire hundreds of young academicians to broaden their own horizons and seek to continually challenge their skill sets as well as mindsets. Only through such pursuit of excellence will our nation continue to develop beyond recognition and attain glorious heights.

A handwritten signature in blue ink, appearing to read 'Vivek Atray', with a blue underline.

Vivek Atray IAS (Retd)
(Ex) Director IT & Education
Best Selling Author, Keynote & Motivational TEDx Speaker
Chairman Public Relations Council North India
Advisor Shoolini University

Preface

The contemporary research landscape is marked by rapid transformation driven by technological advancement, shifting socio-economic priorities, and evolving human behaviour. *Recent Trends and Development in Research* is a multidisciplinary volume that seeks to capture this dynamic intellectual moment by bringing together diverse scholarly inquiries that respond to present-day challenges across management, technology, economics, psychology, sustainability, and education. The book aims to reflect the expanding boundaries of research and the increasing need for integrative, data-driven, and socially responsive approaches to knowledge production.

The chapters included in this volume address a wide spectrum of emerging themes. From consumer perception analysis and investment behaviour to the psychological implications of digital perfectionism, the volume highlights how individual choices are shaped by technology, media, and economic awareness. Studies on electric vehicle adoption, waste management in pilgrimage destinations, and economic crops underscore the growing emphasis on sustainability and responsible development. Simultaneously, contributions on nanoemulsion technology and intellectual property rights demonstrate the critical role of scientific innovation and policy frameworks in translating research into practical outcomes.

Human resource management and organisational studies form another significant strand of this collection. Discussions on virtual work environments, HR analytics, artificial intelligence, and Industry 5.0 reflect the changing nature of work and leadership in an increasingly digital and data-centric world. The volume also engages with the evolving domain of education through analyses of online learning and contemporary pedagogical trends.

Together, these chapters offer valuable insights into current research practices and emerging methodologies while fostering interdisciplinary dialogue. *Recent Trends and Development in Research* is intended to serve as a meaningful resource for researchers, academicians, practitioners, and policy-makers seeking to understand and contribute to the evolving contours of global research discourse. By situating individual studies within broader developmental contexts, this volume aspires to encourage innovative thinking and informed decision-making in an interconnected world.

Dr. Anjila Singh Mehla
Dr. Shweta Sharma

Contents

Chapter 1	Unboxing Consumer Perception to Uplift Sony using Conjoint Analysis <i>Charan Teja Kotte & Dr. Archana Nag</i>	<i>01-07</i>
Chapter 2	A Study on Factors Influencing Consumer Preferences in Purchasing EV Four Wheelers <i>B V S G Naveen Kumar</i>	<i>08-14</i>
Chapter 3	Waste Management Practices in High Density Pilgrimage Destinations: Challenges, Solutions, and Pathways to Sustainability <i>Henil Devang Mehta, Nishi Alok Jariwala & Prof. Manoj Patkar</i>	<i>15-27</i>
Chapter 4	AI Perfection and the Mask of Beauty: Psychological Effects of Digital Perfectionism in True Beauty Webtoon <i>Ms. Brundavanam P & Dr. Priyadarshini M.C.</i>	<i>28-36</i>
Chapter 5	Nanoemulsion: An Emerging Novel Technology for Improving the Bioavailability of Drugs <i>Neha Arora & Yogesh Matta</i>	<i>37-45</i>
Chapter 6	Impact of Financial Literacy on Personal Investment Decisions <i>Pilla Pavan Kumar & Dr. Padma</i>	<i>46-56</i>
Chapter 7	HRM in the Virtual Work Environment: Benefits, Challenges, and Best Practices <i>Dr. Ajay Kumar Chalotra</i>	<i>57-64</i>
Chapter 8	SIP Investment Behavior and Mutual Fund Preferences of Generation Z <i>Vasushree B S</i>	<i>65-70</i>

Chapter 9	जलवायु परिवर्तन एवं इसके प्रभाव: एक वैश्विक चिंतन <i>कृष्ण पाल सिंह</i>	71-84
Chapter 10	जैव विविधता संरक्षण का पारिस्थितिकीय महत्व एवं इस दिशा में वैश्विक प्रयास की आवश्यकता <i>डॉ. अर्चना शर्मा</i>	85-98
Chapter 11	Reinvent HRM with the Integration of HR Analytics and AI: A Contemporary Study in the Context of Industry 5.0 <i>Dr. Fakhra Naeem</i>	99-110
Chapter 12	सूचना तकनीकी युग में शिक्षा का बदलता स्वरूप— प्रभाव व परिणाम <i>रामकिशोर</i>	111-118
Chapter 13	Economic Crops and their Role in Enhancing Farmer Income: A Regional Perspective from Rajasthan <i>Tara Chand Gurjar</i>	119-130
Chapter 14	Prospects in Online Education <i>Harish C. Meena</i>	131-139
Chapter 15	From Innovation to Commercialisation: Role of Intellectual Property Rights <i>Dr. Anupam Gupta & Dr. Sonia Bajaj</i>	140-148
Chapter 16	विकसित भारत में महिलाओं की भूमिका <i>Sh. Satya Narayn Khinchi</i>	149-159



RECENT TRENDS AND
DEVELOPMENT IN RESEARCH