

**GLOBAL BUSINESS BEHAVIOURAL STRATEGIES FOR
SUSTAINABLE MANAGEMENT PRACTICES :
ESG TO SDGS**

GLOSMAN-2024

(ICSSR Sponsored National Conference/Seminar)

BOOK OF ABSTRACTS



DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES

&

DEPARTMENT OF MANAGEMENT STUDIES

NATIONAL INSTITUTE OF TECHNOLOGY, HAMIRPUR 177005

Editors: Dr. Sunder Kala Negi & Dr. Shampy Kamboj
Co-Editors: Dr. Yogesh Gupta, Dr. Mohd Adil & Dr. Rinshu



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**Department of Humanities and Social Sciences
&
Department of Management Studies
National Institute of Technology Hamirpur 177005
INDIA**

Process of Investors

- 66 Impact of Electric vehicle on Automotive supply Chain
- 67 Impact of Women investors perception and preference on investment behaviour
- 68 Influence of Social Media Marketing Activities: Enhancing Customer Trust, Satisfaction, and Loyalty
- 69 Knowledge Sharing among Students in Social Media: With Special Reference to Academic Development in Public Universities of Kanpur
- 70 Social marketing: developing an innovative strategy framework to guide programs
- 71 A study of consumer buying behaviour towards Green products
- 72 AI-driven Employee Performance Management: Developing a Conceptual Framework through a Systematic Literature Review
- 73 Deep Learning-Powered Anxiety Prediction for Individuals in Karnataka, India: A Data-Driven Exploration
- 74 Digital Nudging: A Bibliometric Analysis
- 75 Digital Technologies- Innovation and Challenges towards M-Banking in India with specific reference to Rajasthan
- 76 Workplace Well-being initiatives and Employee retention in the IT Sector: Conceptual examination
- 77 A Sustainable oasis: Navigating a world beyond artificial living through ecotourism
- 78 Femluencing: Unveiling the Dynamics of Female Influencers beyond the likes and followers
- 79 Health Impacts due to Air Pollution

Digital Nudging: A Bibliometric Analysis

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ABSTRACT: Digital life is an integral part of our life these days. Intelligently crafted front ends of platforms often make us addicted to it. In this scenario, the research done so far concerning digital nudging requires our attention. This paper attempts to mine insights from the research done so far using bibliometric analysis. Data was collected from the Scopus database based on the publications from the year 2005 to 2024. The objective of the study is to perform performance analysis and co-occurrence analysis of obtained data to discover the themes and emerging research areas concerning digital nudging. VOSViewer software is used for analyzing the data. Four themes relating to digital nudging could be identified through the study. Interestingly, the study also uncovered the increase of study among student groups.

Keyword(s): Bibliometric analysis, Digital nudging, Thematic mapping, Co-citations analysis, Performance analysis