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Double-blind Peer Reviewed



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Digital Governance: A Bibliometric Analysis of Two Decades of Research

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The rise of digital technologies has ushered in a transformative era in governance and the public sector. This paper explores the dynamic field of digital governance, which leverages modern technologies to drive innovation, sustainability and competitiveness in public administration. However, the terminology surrounding this field remains nebulous, with concepts like e-government, digital government, and e-governance often used interchangeably. This study aims to fill a critical gap by conducting a comprehensive bibliometric analysis of digital governance research over the past two decades. A dataset of 21,940 publications has been sourced from The Lens database, spanning from 2001 to 2020. The results reveal the evolving landscape of digital governance research, encompassing document type, publication trends, most productive institutions, primary fields of study, active researchers, productive countries, leading publishing houses, productive sources, and citation counts. Key findings include the dominance of journal articles, particularly in recent years, reflecting a focus on academic research. The University of Edinburgh emerged as the most productive institution, highlighting the substantial research output from British institutions. The dataset spans various fields of study, with business, political science, and sociology taking the lead. Notable researchers such as Aziz Sheikh and Graeme Laurie have made significant contributions to the field. The United Kingdom leads in research output, followed by the United States. The paper also identifies highly cited works, showcasing their impact across diverse fields and geographical locations. Notably, research related to COVID-19 has garnered immense attention, emphasizing the relevance of digital governance in crisis management. The study sheds light on the evolution and multidisciplinary nature

of digital governance research, providing valuable insights for scholars, policymakers, and practitioners in this dynamic field.

Keywords: digital governance, e-governance, e-government, bibliometric analysis, citation analysis, global research trends

हासोन्मुख समाज की पीड़ा को व्यक्त करती स्वातंत्र्योत्तर कविता

राजन तनवर
 एसोसिएट प्रोफेसर
 हिंदी विभाग
 राजकीय महाविद्यालय अर्की
 जिला सोलन, हिमाचल प्रदेश।

स्वातंत्र्योत्तर हिंदी कविता का प्रारंभिक स्वरूप नई कविता अथवा प्रयोगवादी कविता है। इस दौर का कवि स्वतंत्रता के बाद की समस्याओं को उजागर करता है। यह समय विभिन्न विचारधाराओं का है। इस दौर की कविता में हासोन्मुख समाज की पीड़ा को व्यक्त करने का काम हुआ है। इस कविता में जीवन के प्रति अगाध आस्था है। स्वातंत्र्योत्तर कविता मानव के सम्पूर्ण सुख-दुख, राग-विराग एवं आशा-निराशा को सशक्तता से व्यंजित करती है। कथ्य की व्यापकता और दृष्टि की उन्मुक्तता स्वातंत्र्योत्तर कविता की सबसे बड़ी विशेषता है। विभिन्न विमर्शों को लेकर चलती यह कविता सही मायने में जनतंत्र की कविता है।

बीज शब्द: हासोन्मुख, स्वातंत्र्योत्तर, वैचारिक-परिवर्तन, परंपरागत कविता, साहित्यिक विमर्श, वर्चस्ववाद

**The Self and the Imaginary:
Journeys of Actualization in Fairy Tales**

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This paper explores the journeys of self-actualization in the fantastic elements found in fairy tales, revealing how engagement with imaginary narratives influences perceptions of happiness in regards to one's own self through personal growth. By drawing upon the works of scholars such as Joseph Campbell and Clarissa Pinkola Estés and applying understandings gleaned thus on European fairy tales, it aims to examine the cultural and psychological dimensions of self-actualization affected by the imaginary elements discovered in these tales. Joseph Campbell's work on the expression of human experiences in the elements of myth provides a powerful framework to understand the transformative influence of such narratives, and Estés' work examines fairy tales to reveal the psychological dynamics of storytelling. Gleaning insights from the works of the above-mentioned scholars, the paper analyzes two fairy tales from Europe, namely, "Jack and the Beanstalk" and "Cinderella", in order to portray the universal aspects of the imaginary elements which form a part of these tales. In doing so, it aims to uncover the ways in which these stories reflect and inspire an individual's journey towards actualizing the true potential of oneself through transformation. Through an interdisciplinary approach which integrates mythology and psychology with an analysis of fairy tales, the paper tries to deepen the understanding of the contribution of imaginary elements found in such tales to journeys of self-actualization. It therefore portrays the enduring relevance of fairy tales in fostering personal growth and a connection to the inner world of one's own mind.

Keywords: folklore, self-actualization, happiness, fantasy, identification

A Study of the Impact of Emotional labour on Job Satisfaction of Solopreneurs and Managers

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Background: Emotional Labour is the process by which when a person is involved in the process of direct interaction with the customer, they may be able to regulate their own emotions so that the objectives of the organization can be achieved.

Aim: The study's goal was to investigate the relationship between managers' and Solopreneurs' feelings of emotional labour and job satisfaction. The level of satisfaction among managers and a group of independent creative workers (Solopreneurs) coping the stressors brought on by economic precarity is also explored in this research.

Methodology: A survey was conducted with the help of structured questionnaires on Emotional Labour and Job Satisfaction among 210 Managers and 55 Solopreneurs from various organizations.

Results: Results revealed that there is a negative correlation between Emotional Labour and Job Satisfaction among Managers and Solopreneurs, which ultimately will lead to stress. Also, the relation between EL and JS is statistically significant in both the categories of personnel's.

Conclusion: Without a doubt, implementing emotional labour will benefit organisations because it will result in customer satisfaction and ultimately aid to improve the organization's reputation. However, the front desk executives—both managers and Solopreneurs—who oversee the job and staff were not recognised by these rewards. This causes individuals to feel more stressed and less satisfied with their jobs.

समकालीन हिन्दी आलोचना का सच एवं उसकी चुनौतियाँ

रितु गुप्ता

असिस्टेंट प्रोफेसर

हिन्दी विभाग

जी. एम. एन. (पी.जी.) कॉलेज, अम्बाला छावनी

समकालीन हिन्दी आलोचना को अपनी सार्थकता अर्जित करने और सही दिशा में विकास करने के लिए इस प्रश्न पर विचार करना आवश्यक है कि आलोचना किसके लिए है? आलोचना समकालीन रचनाकारों के लिए है या सामान्य पाठकों के लिए या दोनों के लिए? आलोचना को केवल छात्रोपयोगी होना चाहिए या व्यापक जनसमुदाय के लिए भी? कहीं ऐसा तो नहीं है कि आलोचना केवल दूसरे आलोचकों के लिए लिखी जा रही है। ऐसी आलोचना से रचनात्मक लेखन का कुछ बनने बिगड़ने वाला नहीं है। अगर ऐसा ही रहा तो आलोचना की प्रासंगिकता ही खतरे में पड़ जायेगी। आधुनिक समय में समकालीन हिन्दी आलोचना की सबसे बड़ी चुनौती है वातावरण का असाहित्यिक होना। कहने के लिए तो तमाम किताबें, साहित्यिक पत्रिकाएँ प्रकाशित हो रही हैं। आए दिन पुस्तक विमोचन, लोकार्पण, गोष्ठियाँ, सम्मान-पुरस्कार आदि होते रहते हैं। सामर्थ्य के अनुसार आलोचक जुटाए जाते हैं। वह किताब के बारे में नहीं लेखक के बारे में बोलता है। अच्छी जगह पर आयोजन सम्पन्न होते हैं। मीडिया में यथासंभव 'हाइलाइट' करने की कोशिश होती है। बावजूद इन प्रयासों के पूछा जा सकता है कि कितने उस रचना का पाठ करते हैं। ऐसी स्थिति में आलोचना की स्वस्थ परंपरा कैसे निर्मित होगी?

बीज शब्द: विमोचन, चेतना, सर्जन, सृजन, भोक्ता, संवेदना, प्रमाण, प्रतिक्रिया, प्रतिभा, दृष्टि, अभिव्यक्ति, चुनौती, सामंजस्य

Mother: A Latin American Perspective

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Up to the 20th Century, Latin American nations were predominantly patriarchal and ruled by tyrants. Despite their rich and unique history, landscapes, cultures, and languages, these nations failed to provide women with a legitimate space and representation in society or literature. For many years, women were dominated, conquered and ruled; they were doubly oppressed, at home by men and in public by dictatorial dictums. Their primary vocation continued to be traditional and orthodox (child rearing) regardless of their desires to flourish in other spheres. Motherhood remained their sole means of defining themselves. However, Motherhood as a journey and experience varies greatly among cultures. In Hispanic societies, there exist distinctive stories of motherhood lying dormant, waiting to be discovered by the world. The current work focuses on portraying different perspectives of Latin American motherhood. The paper is designed to look at how two renowned Latin American women writers, Isabel Allende and Julia Alvarez, portray motherhood and mothering in their works. Although they are from different countries, Chile and the Dominican Republic, they share a history of exile and despotic rule. Common occurrences can be found in their life events.

Keywords: motherhood, mothering, indiscrimination, transnational, migration.

Diverse Love Stories:
The Dynamics of Cultural Assimilation in Mixed Marriages

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This article investigates Cultural Assimilation in mixed-marriage families through the constructs of Intercultural Sensitivity (IS), Cultural Perception (CP), Cultural Shock (CS), Cultural Distance (CD), and Cultural Markers (CM). Eighteen families, representing 15 mother tongues and diverse Indian regions now residing in Mumbai, were selected using purposive, volunteer and snowball sampling methods. A 10-item Likert Scale was used to measure the five constructs of Cultural Assimilation, with two statements for each construct. 'Cultural Perception' and 'Intercultural Sensitivity' were found to be the dominating factors among other constructs of Cultural Assimilation. High levels of Intercultural Sensitivity, 'positive' cultural perceptions, no sense of cultural shock, embracing cultural 'distance', and breaking cultural markers have facilitated cultural assimilation among mixed-marriage families in the home environment.

Keywords: cultural assimilation, family communication, family studies, intercultural communication, migration, mixed marriages

Career Decision Making Ability of Senior Secondary School Students in Relation to Clarity of Career Goals

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The present study was undertaken to investigate the career decision making ability of senior secondary school students in relation to clarity of career goals. The sample comprised of 200 randomly selected senior secondary students studying in government and private schools of Chandigarh. The tools employed for the study were career Decision Making Scale (CDMS_KS) by Dr Kirandeep Singh (2014) and self-constructed and validated tool of Clarity of career goals. The statistical techniques employed to analyse the data were Mean, S.D and t-ratio. The analysis of the data revealed that the career decision making ability of senior secondary school students is significantly related to clarity of career goals.

Keywords: career decision making ability, clarity of career goals

Social Media: The Changing Face of Marketing and its Influence on Consumer Buying Behaviour

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Corporations and firms throughout the world are constantly exploring new ways to reach consumers. Traditional techniques are just a small fragment of the diverse approaches used to market products. There is a shift towards a more integrated economy thereby merging national markets into one global marketplace. Social media is gaining popularity in every part of the world. Firms are constantly looking for innovative ways to use social media in their marketing strategies. Thus, the effective utilization of social platforms is essential for creating and maintaining a competitive edge. The aim of this study is to measure the impact of social media on customers' buying process. The results conclude that consumers are positively influenced by social media platforms which shows that ads on social media are influencing most of the respondents. Findings show that buying decision of consumers is majorly influenced by personal factors.

Keywords: social media, consumer behavior, social media marketing, social media platforms

**Digital Media and Animal Advocacy in India:
A Comprehensive Study**

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Social media platforms have developed into vital tools for connecting a wide range of people and organisations on a worldwide scale. Through digital media, people are interacting with one another in different ways to advocate for social change, whether it be through #BlackLivesMatter or #MeToo. When people with particular interests enter the public realm, they engage in novel methods of participation and collective action that have been formed by Web 2.0. This paper analyses the ways in which digital media brings social issues related to animal advocacy to the fore as well as the manner in which animal advocacy campaigns are articulated and discussed in the digital media. It also sheds light on veganism, which is a way of life based on animal-advocacy ethic. Veganism is often considered one of the tactics of the animal rights movements. NGOs like PETA India are vocal about animal suffering, and urge people to go vegan in their campaigns. The paper also studies the use of internet discourse subgenres like memes and hashtags by social media platforms to promote digital activism. This paper draws insights from Indian organisations like PETA India working in the space of animal-advocacy related issues to understand the manner in which animal advocacy initiatives are led and harnessed through social media. While

there have been enough studies on NGOs, animal advocacy and the impact of digital media, the complex matrix of these three key aspects has not been studied within the Indian context. This paper thus helps develop a deeper understanding of digital media communication deployed by Indian animal advocacy organisations.

Keywords: digital activism, digital media, animal advocacy, animal advocacy organisations, PETA

Reverse Osmosis of Selfhood in the Digital Era

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The process of self-realisation traditionally journeys from the individual to the universal, to constitute an identity divorced from the confines of the egotistical self in Indian philosophy. In this context, the osmosis of the self can be defined as the movement of the individual towards the larger cultural landscape to attain universality. However, the digital age exerts an undue pressure on an already saturated cultural milieu, to cause the movement to reverse. Now, the flow is directed from the universal to the self, wherein the self consumes digitally curated cultural commodities to inform its being. The idea of self, hence, becomes removed from reality, becoming a projection of the expectations created and performed within the digital realm. This paper attempts to decipher the ways through which the digital world has commodified the universal, making the distinction between the self and the universal more profound than otherwise. This reversal of the process of self-realization employs the universal as a tool to delineate the boundaries of the self. Furthermore, it underscores the irony inherent in the digital age: while the new media grants access to the entire world with a single tap, it simultaneously fosters a sense of isolation and containment within the self.

Keywords: reverse osmosis, selfhood, universal, individual, privacy, cultural commodification

Note on Contributors

Dr Anuradha Agnihotri is Associate Professor in Dev Samaj College of Education, Chandigarh. Specializing in Educational Psychology, Pedagogy of Science and Education of children with special needs, she has supervised 3 doctoral and 52 Masters and M Phil theses, and published 35 research papers, 5 books and 11 book chapters, in addition to completing a UGC Sponsored Major research project.

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Dr Lovleen Kaur Sohi is Assistant Professor in the Department of English, Dev Samaj College for Women, Chandigarh. Her PhD thesis titled 'Political Violence, Exile and Motherhood: Redefining Identity in the Selected Novels of Julia Alvarez' deals with issues of identity of women and how it is redefined by them surpassing adversities and patriarchal setups of the society. Her areas of interest are feminism, postcolonial studies, women identity and gender studies.

Dr Manjinder Singh is Associate Professor in the Post Graduate Department of Commerce, Sri Guru Gobind Singh College, Chandigarh. He holds a postgraduate

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Prabhjot Kaur is a doctoral candidate at the Department of English and Cultural Studies, Panjab University, Chandigarh, where she also earned her Master's degree. Her current research focuses on the use of imaginary elements in fiction to depict aspects of posthumanist discourse, and thus aims to analyze destructive issues caused by monocultural and anthropocentric views.

Dr Rajan Tanwar is Associate Professor in the Department of Hindi at Government Degree College, Arki, District Solan, Himachal Pradesh. With more than 30 papers published in prestigious journals and more than 20 papers presented in various seminars and conferences, he has authored two books on folk song and experimental poetry, in addition to co-editing another work of criticism. An anthology of self-composed poems by Dr Tanwar is soon to be published.

Dr Ritu Gupta is Assistant Professor in the Department of Hindi, G.M.N. College, Ambala Cantt. Having earned her PhD in 2021, she has 20 publications in reputable

UGC-CARE journals and books, alongside 4 paper presentations at International Conferences. She has participated in many national and international seminars, workshops and faculty development programmes.

Sameer Patankar is Senior Research Fellow (PhD) at School of Communication Studies (SCS), Panjab University, Chandigarh. He is pursuing a doctorate in the area of 'Intercultural Communication,' wherein he is researching inter-state migrants in India with special emphasis on Mumbai. His research interests include intercultural and interpersonal communication and communication theories.

Dr Shaveta Chugh is Assistant Professor in the PG Department of Commerce, Khalsa College for Women, Ludhiana. Having earned her PhD in 2021, she has published 20 papers and chapters in reputed UGC CARE listed journals and books, alongside presenting papers in several national and international conferences and seminars, and participating in many workshops.

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