



## Editorial: Digital Revolution

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Digital revolution in present times has affected industry and revolutionized the way consumers are served and business operations are handled. The digital revolution has altogether improved the competitiveness of business enterprises including media houses to push their boundaries of communication into the global arena. In an emerging economy like India, commerce and business has seen a paradigm shift due to globalization and now coupled with artificial intelligence after the crisis pandemic scenario. The critical aspect during such crisis calls for a strong channels of communication across all platforms. In such scenario, the role of communication by media houses played an exceptional role to update a massive population of a country of multiple language, belief and religion, that is, India. These communication channels have grown effectively in the space of media studies from traditional to modern channels. Furthermore, these channels have provided a lot of stimuli for other domains like management, psychology, public administration, political science and others.

In present times, the use of social networks, artificial intelligence have grown exponentially and are used extensively, which has led the development of the aspect of communication. These platforms have become an integral source of all kinds of global and local news for millions of users. However, the social media platforms and AI also perform the role of double-edged sword. The great advantages they offer such as easy communication and instant news and information, they can also have many disadvantages and issues. One of their major challenging issues is the spread of fake news. Fake news identification is still a complex unresolved issue. Furthermore, fake news detection on social media platforms presents unique characteristics and challenges that

make finding a solution anything but trivial. On the other hand, artificial intelligence (AI) approaches are still incapable of overcoming this challenging problem. To make matters worse, AI techniques such as machine learning and deep learning are leveraged to deceive people by creating and disseminating fake content. Consequently, automatic fake news detection remains a huge challenge, primarily because the content is designed in a way to closely resemble the truth, and it is often hard to determine its veracity by AI alone without additional information from third parties.

In the light of such scenario, research is required in the area of improved and authentic communication and detecting genuine channels of communication. This timely and specific issue on communication investigates the role of correct communication in the area of accounting, finance, marketing, human resource management, media studies, psychology and related areas. The aim of this issue is to examine how the role of communication and the challenges of incorrect communication will impact upon the human understanding of the facts around the world.

The first lot of research papers covered the domain of marketing, in which the first paper entitled 'A Study of Indians' Buying Behaviour as Influenced by their use of Social Media' investigated the effect of social media influence on purchasing behavior through cognition. The study's findings revealed that social media has a significant impact on purchasing decisions. Social media is extremely important for customer buying behaviour through cognition. This study will assist marketers in focusing more on social media as a venue for exhibiting their products, which will eventually alter buyer cognition. Marketers will be able to better understand customer desires or requirements and develop

the appropriate strategy to attract and retain more customers.

The next paper entitled 'Disentangling the Effect of Confirmation Bias and Media Literacy on Social Media Users' Susceptibility to Fake News' explored the effects of confirmation bias, media literacy, and cognitive abilities on social media users' fake news susceptibility. The main objective is to disentangle the complex relationships among these factors to understand the underlying mechanisms contributing to the spread of misinformation. The major finding provided insights into the underlying mechanisms influencing the spread of misinformation. It also highlighted the significance of promoting media literacy and addressing confirmation bias in combating fake news. Third manuscript entitled 'Communicate your audience through Virtual Influencer: A Systematic Literature Review' conducted systematic literature reviews and set a future research agenda of Virtual Influencer (VI) research. The SPAR-4 method of systematic literature review applied in this study focused on context, constructs, theory, and method (CCTM). Most of the studies are based on persuasion theory, experimental research methods, constructs of personality and motivation, and parasocial relationship context. Next manuscript entitled 'Creating Purchase Intention through Social Media: The use of AR enabled Social Media Filters' uncovered the role of augmented reality-enabled filters provided through Social Media platforms in stimulating purchasing intent for cosmetic products. This research study provided implications for marketers suggesting that social media communication channels should be complemented with new-age technologies with augmented reality. Augmented reality can be used as a promotional tool to show real product benefits to users for high product awareness and purchases.

From the domain of finance, the research study entitled 'Excessive Use of Social Networking Sites and Intention to Invest in Stock Market among Gen Z: A Parallel Mediation Model' examined the influence of excessive use of social networking sites on investment intention in financial market among Generation Z. The results revealed that

the excessive usage of social media positively influences the intention of this young generation to participate in the securities market. The findings provided. These findings provided significant practical implications for financial service providers, finance content creators on various social media platforms (finfluencers), and financial advisers. Next manuscript from Malaysia entitled 'Does corporate social responsibility reporting/communication matter? Employees' perception of the corporate social responsibility and competitive advantage of banking corporations' examine the mediating role of CSR reporting/communication on the relationship between employees' perception of the CSR and competitive advantage of banking companies. The study empirically established that CSR reporting/communication is a significant mediator in the relationship between perceived CSR and competitive advantage. The findings are useful for the management of banking corporations to actively publish their CSR initiatives through the annual reports, official company website, and social media as a way to communicate the company's sustainable initiatives to their stakeholders which makes them distinctive compared to their rivals.

In the domain of human resource management, a research study entitled 'Linking interpersonal communication with workplace deviance through transmittal mediation effect of interpersonal conflict' observed the mediation effect of interpersonal conflict between the relation of interpersonal communication and workplace deviance. The study observed that interpersonal conflict was specifically correlated adversely with interpersonal communication and favorably with workplace deviance. Further, interpersonal conflict indirectly affected the relationship between interpersonal communication and workplace deviance. In another research study from the domain of human resource management entitled 'The impact of organizational communication and transformational leadership on employee green behavior and organizational effectiveness' evaluated five telecommunication industries in India and particularly focused on white-collar personnel. The findings suggested that organizational communication and transformational leadership have a positive impact on EGB and

organizational effectiveness, and their transformational leadership has a mediating impact on the relationship between organizational communication and organizational effectiveness and also employee green behavior.

The last segment of research studies covered research study entitled 'correlates of compulsive use of social media and academic performance decrement: A stress-strain-outcome approach' established the indirect relationship between compulsive use of social media and academic performance decrement via social media fatigue. The findings suggest that social media overuse by students requires self-regulation and requires careful scrutiny by educators in creating appropriate solutions to lessen social media's detrimental influence on higher education. The research provides useful recommendations for self-control on social media usage behavior. Another research study entitled 'Do e-WOM Persuade Travelers Destination Visit Intentions? An investigation on how Travelers Adopt the Information from the Social Media Channels' investigated how travelers adopt the information from Facebook (FB) electronic word of mouth (e-WOM) and its impacts on their intention to visit a destination. The outcomes of this study will be beneficial to internet community organizers in terms of better managing their websites for the aim of delivering relevant information. This research aids to the knowledge about the use of the content of Facebook e-WOM to help people decide whether or not to visit a certain destination. Another research study entitled 'Artificial Intelligence (AI)-Powered Virtual Assistants and their Effect on Human Productivity and Laziness: Study on Students of Delhi & Noida' investigated the impact of artificial intelligence (AI) on decision-making, laziness, and privacy concerns among university students of Delhi NCR. The findings of the data analysis demonstrated that artificial intelligence (AI) has a significant

impact on human decision-making, laziness, and security and privacy concerns. Notably, human laziness emerges as the most affected area due to AI. Lastly, paper entitled 'New media advertisement and its effect on buying behaviour' investigated and evaluate the elements influencing consumers' perceptions of social media advertising. The findings indicate that new media advertisements have the most significant influence on buying behavior of alternatives within the purchase decision-making process.

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