



e-ISSN: 2583-0295 | Impact Factor (Cosmos: 7.662 & I2OR: 5.105)

JOURNAL OF INNOVATIONS & RESEARCH ANALYSIS (IJIRA)

(An International Quarterly Multidisciplinary Peer Reviewed Refereed Journal)

Volume 06

No. 02(II)

April - June, 2026

CONTENTS

1.	Changing Dimensions of Indian Commercial Laws in the Era of Liberalization and Privatization <i>Dr. Vartika Goyal & Dr. Gunjan Rawat</i>	01-06
2.	Contempt of Court: A Perversion in Indian Criminal Justice System <i>Dr. Nimmi & Navdeep Singh Virk</i>	07-12
3.	Optimization of Process Parameters in Roll Forming Process: A Case Study at M/S Chaitanya Steel Shape Pvt. Ltd., Jalgaon (MS), India <i>Pankaj.P.Gade & Dr. Vijaykumar .H. Patil</i>	13-24
4.	The Impact of Opening Hook Style on Engagement Rate in Short-form Motivational Videos on TikTok <i>Pyaie Phyo</i>	25-33
5.	Digitalisation and Indigenous Rights in India: Issues, Challenges and the Niyamgir Experience <i>Dr. Arun Ray</i>	34-40
6.	Rethinking Jurisprudence: Cognitive Structures and the Architecture of Legal Thought <i>Prabin Acharya</i>	41-48
7.	Generative AI and Patent Law: Challenges to Disclosure Requirements in Modern Innovation Systems <i>Rajeev Meena</i>	49-56
8.	Understanding Sustainable Entrepreneurship among Generation Z: A Conceptual Model of Motivation, Risk Perception, and Responsible Innovation <i>Iram Naaz & Barkha Bhati</i>	57-67
9.	Financial Performance of Indian Petroleum Companies: An Inquiry into Select Public Sector Firms <i>Mr. Priyadarshan. K</i>	68-73
10.	Consumer Preferences towards Telecom Service Providers: An Empirical Study in Madhya Pradesh <i>Saurabh Rokde & Dr. Pragya Sharma</i>	74-81

11.	Algorithmic Approaches to Transforming Eulerian Circuits into Hamiltonian Circuits: A Computational Analysis <i>Neetu</i>	82-94
12.	Goods and Services Tax in India: A Study of Revenue Trends and Policy Challenges <i>Deepty Bansal</i>	95-100
13.	District-Level Salary Trends and Regional Economic Convergence: Evidence from Gujarat <i>Patel Hetalben Pragjibhai & Dr. Nitu Rajput</i>	101-111
14.	Environment Degradation in Haryana <i>Sonu & Dr. Manoj Kumar</i>	112-118
15.	Exploring the Impact of Behavioral Biases, Emotional Factors, and Financial Awareness on Investment Decisions: Evidence from Indian Investors <i>Praveen Kumar Verma, CA Arya Rastogi & CA Jayendra Malhotra</i>	119-131
16.	Seasonal Variation in Physicochemical Parameters of Freshwater Lentic Ecosystems and its Influence on Plankton Community Dynamics: A Comparative Review <i>Dr. Sangeeta Kumari</i>	132-140
17.	Yoga and Women – A Perspective on Gender Studies in Wellness and Spirituality <i>Bhagyashree Anil Joshi, Dr. Shradha Vernekar & Shamli Anil Joshi</i>	141-155
18.	Voices from the Margins: Women’s Struggles in Githa Hariharan’s the Thousand Faces of Night <i>Meenakshi & Dr. Richa Bhardwaj</i>	156-160
19.	Two Decades of the Indian Cereals Trade: Analysis Using RCA and NRCA <i>Avinash & Vikas Batra</i>	161-170
20.	The Impact of a 4-Day Work Week on Employee Productivity and Mental Health <i>Dr. Vibha Batra</i>	171-177
21.	Reconceptualizing Bloom's Taxonomy for an Integrated Architecture of Learning <i>Dr. Swami Gurunand Jnanathapaswi & Dr. Bindu T.V.</i>	178-185

Cont.....