

The Asian Thinker

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Editorial...

The Asian Thinker: A Quarterly Bilingual Peer-Reviewed Journal for Social Sciences and Humanities

The publication of each issue of The Asian Thinker represents a continuing commitment to advancing interdisciplinary scholarship and fostering meaningful academic dialogue across the social sciences and humanities. In an age characterized by unprecedented technological innovation, evolving democratic institutions, digital transformation, and socio-economic change, scholarly research plays an indispensable role in understanding the complexities of contemporary society and contributing to evidence-based policy, education, and public discourse.

The present volume brings together an enriching collection of research papers contributed by academicians, researchers, professionals, and young scholars from universities and institutions across India. The diversity of topics reflects the multidisciplinary vision of the journal, encompassing journalism and mass communication, digital media, law, education, commerce, management, economics, artificial intelligence, public policy, literature, culture, governance, and social development.

A significant portion of this issue is devoted to the rapidly changing landscape of media and communication. Research articles explore legislative literacy among media professionals, digital journalism, AI-generated content, public trust in media, social media campaigns, community radio, television and newspaper content analysis, influencer marketing, cyberbullying, audience engagement, digital privacy, and the transformative role of artificial intelligence in journalism. These studies collectively examine how emerging technologies are redefining media production, information dissemination, public opinion, and democratic participation.

Another prominent theme of this volume is Artificial Intelligence and Digital Transformation. Several contributions investigate AI's growing influence on information technology, commerce, education, banking, digital media, organizational performance, and public communication. As The Asian Thinker moves forward, we remain committed to promoting quality research, interdisciplinary collaboration, ethical scholarship, and bilingual academic discourse. We believe that knowledge transcends disciplinary and linguistic boundaries, and it is through such inclusive scholarship that meaningful solutions to contemporary challenges can emerge.

We hope this volume serves as a valuable resource for researchers, educators, students, policymakers, and practitioners, inspiring further research, critical reflection, and constructive dialogue in pursuit of an informed, inclusive, and progressive society.

**— Chief Editor
The Asian Thinker**

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