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# The Asian Thinker

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**Editorial...**

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

**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 **55 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, banking, 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. These studies critically assess both the opportunities and ethical challenges associated with intelligent technologies, highlighting the need for transparency, accountability, and responsible innovation in an increasingly AI-driven society.*

*The issue also presents an extensive body of research aligned with the national vision of **Viksit Bharat 2047**. Papers examine financial inclusion, digital public infrastructure, fintech innovation, UPI adoption, banking reforms, green finance, public finance, government policies, MSMEs, corporate governance, digital economy, and sustainable development. Together, these contributions offer valuable perspectives on India's journey toward inclusive economic growth and technological advancement.*

*Social development and community welfare remain central to this edition. Research on **community-based rehabilitation, tribal rights, women's safety, health insurance awareness, rural communication, disaster communication, agricultural media, and digital inclusion** underscores the importance of equitable development and inclusive governance. These studies provide practical insights for policymakers, educators, development practitioners, and civil society organizations working toward social empowerment.*

*The journal also celebrates the richness of **Indian literature, language, philosophy, and cultural heritage**. Scholarly contributions on contemporary Hindi literature, Vinod Kumar Shukla, Krishna Sobti, Ramdarash Mishra, Dalit discourse, journalism of Kuldeep Nayar, Indian mythology, Nath traditions, Mahakumbh 2025, and community radio demonstrate the enduring relevance of India's intellectual and cultural traditions in contemporary academic inquiry. These articles reaffirm the role of literature and cultural studies in preserving heritage while engaging with modern social realities.*

*Equally encouraging is the enthusiastic participation of **young researchers and undergraduate students**, particularly from Journalism & Mass Communication, Commerce, Law, Management, and Computer Applications. Their research reflects the growing culture of inquiry among emerging scholars and demonstrates the importance of academic mentorship in nurturing future researchers. The inclusion of student-led empirical studies alongside contributions from experienced academicians enriches the journal's intellectual diversity and promotes collaborative knowledge creation.*

*The Editorial Board extends its sincere appreciation to all authors for their valuable research contributions, the reviewers for their rigorous and constructive evaluations, and the members of the Editorial and Advisory Boards for maintaining the academic standards and integrity of this publication. We also acknowledge the unwavering support of our institutional partners and academic collaborators whose encouragement continues to strengthen this scholarly platform.*

*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**

*A Quarterly Bilingual Peer-Reviewed Journal for Social Sciences and Humanities*