

Lok Sambhashan

Quarterly

Vol - 3, Issue -1

Jan - Mar, 2025

Margdarshak

Mananiya Indresh Kumar Ji

Air Marshal (Dr.) R.C. Bajpai (Retd.), PVSM, AVSM

Lt. Gen. (Dr.) R.N. Singh (Retd.), PVSM, AVSM, SM, VSM

Aarya Bhushan Shukla IAS (Retd.)

Lt. Gen. (Dr.) K.J. Singh (Retd.), PVSM, AVSM & Bar

Prof. (Dr.) Gurmeet Singh, Ex-V.C.

Prof. (Dr.) Bhagirath Singh, Ex-V.C.

Prof. Radhey Shyam Sharma, Ex-V.C.

Major Gen. S.P.V. Singh (Retd.), VSM

Major Gen. Souresh Bhattacharya (Retd.)

Prof. (Dr.) Sanjay Srivastava, V.C.

“The views expressed by the contributors do not necessarily represent the view-point of the journal.”

Subscription Rates:

For Individual (in India)

Single issue: Rs. 180.00

Annual: Rs. 700.00

For 3 years: Rs. 1800.00

For Institutions:

Single Issue: Rs. 250.00

Annual Issue: Rs. 900.00

For 3 years: Rs. 2500.00

सम्पादकीय सलाहकार समिति

Dr. Rajeev Nayan
Dr. Tatiana, Russia
Dr. Muleta, Ethiopia
Dr. Ulugbek, Uzbekistan

Prof. (Dr.) Ashwini Mohapatra
Prof. (Dr.) Nurianti, Indonesia
Prof. Akbota, Kazakhstan

प्रबन्ध सम्पादक

Prof. Mazhar Asif

सम्पादकीय मण्डल

Shree Golok Behari Rai (Editor)
Prof. (Dr.) Mehtab Alam Rizvi
Prof. (Dr.) Saroj Mahananda
Dr. Ritesh Rai
Mr. Paramjeet Singh
Dr. Dhanwati Yadav

Prof. (Dr.) Jaskaran Singh
Dr. Satya Prakash Prasad
Dr. Pawan Kumar
Dr. Sarvashreshtha Dhami
Dr. M. Rahmatullah (Advisor)

प्रबन्ध निदेशक

Mr. Arun Kumar (Adv.)

प्रबन्धक

Dr. Vivek

सह-प्रबन्धक

Dr. Inderpreet Kaur

समीक्षक

Mr. Chatter Singh
Mr. Vivek Vikram
Dr. Abhay Kumar
Dr. Amit Singh

शोध पत्र कॉल

Dr. Anshul Upadhayay
Prof. Bhupendr Sahu
Prof. Jagjeet Singh

Printed, published and owned by

Shri Golok Behari Rai

National General Secretary (Org.)

Forum for Awareness of National Security

Registered Office:

101, HIG, DDA Flats Block-I,

Motia Khan, New Delhi - 110055

Printed at:

M/S Salasar Imaging System,

A-97, Sector-58, Noida-201301,

Uttar Pradesh

Editorial Office:

101, HIG, DDA Flats Block-I,

Motia Khan, New Delhi - 110055

Email: - loksambhashan2023@outlook.com

About the Journal

Lok Sambhashan is a double-blind peer-reviewed quarterly research journal for socio-economic, geo-political strategy(ies), and contemporary discourses. The journal focuses on internal & external security, international socio-economic and cultural relations, defense, military strategy, global peace and prosperity, terrorism, Maoism, cyber security, artificial intelligence, and psychological warfare. Besides, it aims to bring the "Himalaya Hind Mahasagar Rashtra Samuh", a vast human and cultural territory, into a new economic discourse. It will prove to be a model for global peace and prosperity.

The main objective of this journal is to disseminate the message of "वन्दे नितरां भारतवसुधाम्" with the feeling of national security. Our vision resonates with our slogan "Security-Development-Awareness-Unity." It aims to develop a strong, secure, and prosperous nation by adopting an Integrated National Security (INS) approach to achieve national objectives by focusing on national security. Thus, our main concept is "ततो राष्ट्रं बलमोजश्च जातं तदस्मै देवा उपसन्नमंतु".

Some of the objectives of this journal are as follows:

- 1. To develop a comprehensive national defense approach and promote the idea that national security is not only the responsibility of the government but also the responsibility of citizens.*
- 2. To study and analyse contemporary and future socio-national challenges and threats, create public awareness, and contact, communicate, and follow up with the concerned institution and government according to its solution.*
- 3. To make our youth sensitive to various strategic issues of national security and to develop in them the idea of "मनसा-वाचा-कर्मणा" (intellect, speech and actions) to encourage them to contribute actively to national development, ultimately becoming strong, active, and responsible citizens with a holistic view on national security.*

Contents

S. No.	Title	Page No.
	EDITORIAL	8-10
1	INDO-U.S. RELATIONS IN THE COMING DECADE: IMPACT OF THE TRUMP ERA AND FUTURE PROSPECTS <i>Dr. Anshul Upadhyay</i>	11-25
2	महाराष्ट्र की लोकधारा : ललित - परंपरा और भवितव्य <i>डॉ. विद्यासागर पाटंगणकर</i>	26-32
3	भारतीय वनवासियों का मूल अरुण कुमार उपाध्याय	33-45
4	INVESTIGATING THE EFFECT OF PSYCAP ON THE ASSOCIATION BETWEEN PSYCHOLOGICAL WELL-BEING AND NARCISSISM <i>Mrs Nazia Arif & Dr. Rupashree Goswami</i>	46-58
5	CONSUMER SHIFTED FROM TRADITIONAL BANKING TO ONLINE BANKING <i>Syed Mohd Minhaj</i>	59-72
6	India's Transformation: Digital Initiatives and Their Effects <i>Ada Rehman</i>	73-84

7	THE INFLUENCE OF SOCIAL NETWORKING ON CONSUMER BUYING BEHAVIOUR	85-128
	<i>Divya</i>	
8	EXPERIENTIAL LEARNING AS A PATH TO BUSINESS LEADERSHIP "ROLE OF EXPERIENTIAL LEARNING AT BUSINESS SCHOOLS IN DEVELOPING ENTREPRENEURSHIP AND FUTURE BUSINESS LEADERS"	129-143
	<i>Dr. Mallika Kumar & Radhika Jha</i>	
	SUBSCRIPTION FORM	144