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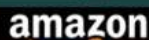


Dr. Orooj Siddiqui - Associate Professor, Department of Business Management, Integral Business School, Integral University, Lucknow. Dr. Orooj Siddiqui is an accomplished academician and researcher with over 19 years of experience in human resource management, research, and higher education. She holds a Ph.D. in Commerce and Business Management and has made significant contributions to the fields of organizational behavior, work-life balance, and employee satisfaction. She has published and presented numerous research papers in national and international journals and conferences, edited several academic volumes including "From Lockdown to Rebound" (2022) and "Shaping the Future – Islamic Financial Services in India" (2025), and holds multiple published patents in HR innovation and learning technologies. Dr. Siddiqui has also been a recipient of the Best Doctoral Thesis Award (2022) and Excellence in Teaching in Higher Education Award (2025). Her work bridges academia and industry through her leadership in seminars, panel discussions, and research-driven initiatives focused on human capital development and sustainable management education.



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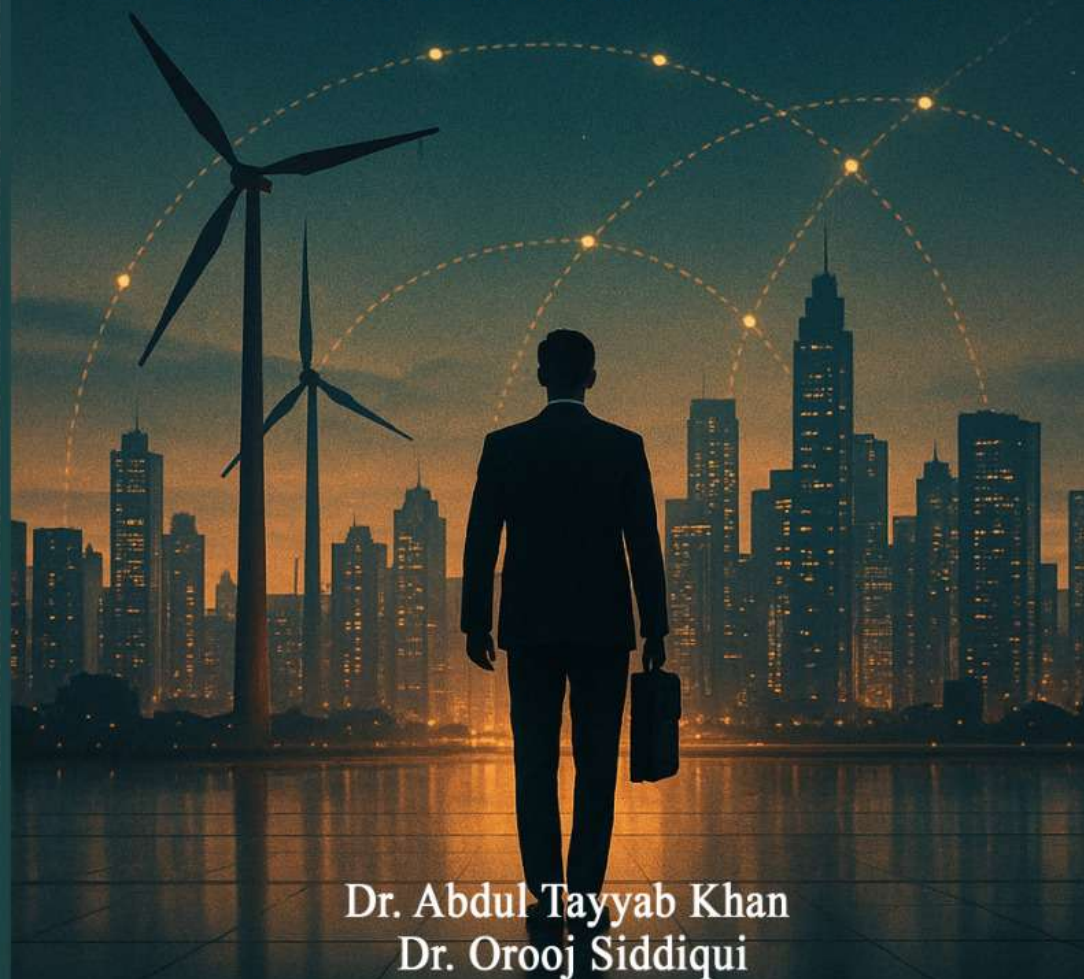


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SHAPING INDIA'S FUTURE: START-UPS, SUSTAINABILITY & STRATEGIC TRANSFORMATION

SHAPING INDIA'S FUTURE

START-UPS, SUSTAINABILITY & STRATEGIC TRANSFORMATION



Dr. Abdul Tayyab Khan
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Shaping India's Future: Start-ups, Sustainability & Strategic Transformation

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Published by: - Book Rivers

Website: - <https://www.bookrivers.com>

Email: publish@bookrivers.com

First Print Edition - 2026

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Title: Shaping India's Future: Start-ups, Sustainability & Strategic Transformation

Editors: Dr Abdul Tayyab Khan, Dr Orooj Siddiqui

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ISBN: 978-93-6884-069-5

MRP: 325 /-INR

(Printed in India)

PREFACE

India is witnessing a transformative phase marked by rapid growth in start-ups, technological innovation, digital governance, and a strong emphasis on sustainability. *Shaping India's Future: Start-ups, Sustainability & Strategic Transformation* brings together scholarly perspectives that explore how entrepreneurship, responsible business practices, and strategic thinking are collectively redefining India's development landscape.

The chapters in this volume examine critical themes such as artificial intelligence in governance, healthcare innovation, corporate social responsibility, influencer marketing, augmented reality, and sustainable enterprise models. Together, they reflect the dynamic interplay between technology, strategy, and social impact in contemporary India.

We sincerely thank all contributors for their valuable research and insights, and acknowledge the academic support of Integral University in fostering a culture of research and innovation. We hope this book serves as a meaningful resource for scholars, students, policymakers, and practitioners seeking to understand and shape India's evolving future.

Dr. Abdul Tayyab Khan

Dr. Orooj Siddiqui

2026

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PART I

Technology, Innovation & Public Governance

Chapter – 4

The Role of Influencer Marketing in Brand Growth

AZKA FATMA

Dr. Asma Farooque

1.Introduction

Marketing has consistently been crucial in determining the success and expansion of a brand. Over the years, marketing techniques have transformed from traditional print and broadcast formats to contemporary and interactive digital channels. Within this ever-changing landscape, influencer marketing has emerged as a major and rapidly growing trend—a collaborative effort between brands and individuals who can sway the opinions, behaviours, and purchasing choices of their audience, particularly on social media platforms.

The emergence of social media sites like Instagram, YouTube, and X (previously known as Twitter) has dramatically altered the way brands engage with their consumers. Unlike conventional advertisements that deliver messages to a broad audience, influencer marketing enables brands to connect with potential customers in a more personalized, relatable, and engaging way. Influencers typically share content related to lifestyle, product evaluations, tutorials, and brand endorsements in a manner that resembles friendly advice rather than a sales pitch. This sense of authenticity nurtures trusts and credibility, which are critical components for today's consumers prior to making a purchase.