Dr. Abdul Tayyab Khan currently working as an Associate Professor in the Department of Business Management at Integral Business School, Integral University, Lucknow. He is a passionate educator, researcher, and community builder who believes that learning extends far beyond the classroom. With over 20 years of combined experience in academia and industry, he brings a rare blend of strategic thinking, innovation, and human connection to everything he does. An alumnus of Integral University, Lucknow, Dr. Khan holds a Ph.D. in Behavioral Finance and an MBA in Management, along with a Bachelor's degree in Science from Lucknow University. His teaching philosophy is rooted in experiential learning, often using real-world case studies, gamification, and AI-driven tools to make management education engaging and impactful. Whether leading university outreach initiatives, mentoring youth for entrepreneurship, or embarking on cross-country road journeys, he strives to connect knowledge, experience, and empathy.

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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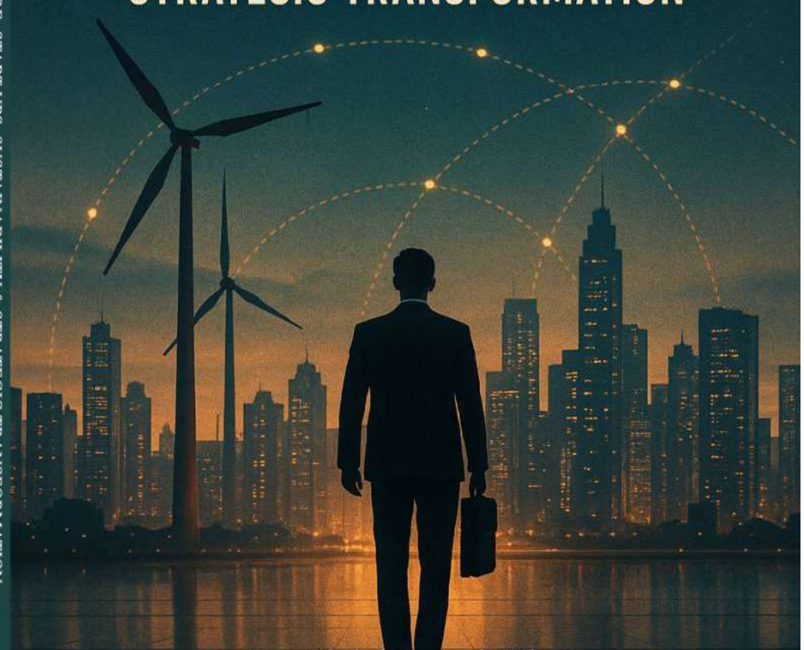

Dr. Abdul Tayyab Khan
Dr. Orooj Siddiqui

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

Editors

Dr Abdul Tayyab Khan

Associate Professor

Department of Business Management-IBS-Integral University

Lucknow

atkhan@iul.ac.in

Dr Orooj Siddiqui

Associate Professor

Department of Business Management-IBS-Integral University

Lucknow

orooj@iul.ac.in

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Published by: - Book Rivers

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

Email: publish@bookrivers.com

First Print Edition - 2026

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

Editors: Dr Abdul Tayyab Khan, Dr Orooj Siddiqui

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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Chapter – 5

A Theoretical Review of Brand Experience in Augmented Reality (AR) Marketing in India

DARAIN

Dr. Adeel Maqbool

1.Introduction

Augmented reality (AR) is a potentially disruptive technology that enriches the consumer experience and transforms marketing. With the surging popularity of AR in marketing practice, academic efforts to investigate its effects on consumer experience, response, and behaviour have increased significantly. To obtain an integrated and comprehensive view of the front-line in AR marketing research and identify the gaps for future research, we analyse the existing AR marketing literature through a systematic literature review.

Augmented reality (AR) is an emerging cutting-edge technology in marketing, It enhances the visual, auditory, tactile, and olfactory perception of users by augmenting or superimposing digital content such as text, geolocation information, graphics, audios, and videos onto a live view of the physical objects and environments in real-time (Carmigniani et al., 2011; Fan et al., 2020; Sung, 2021). AR establishes a closer relationship between users' physical space and virtual objects. Therefore, the user experience with AR is more immersive, more vivid, more interactive, and more realistic (Cipresso et al., 2018).

Augmented Reality Marketing

Augmented reality marketing refers to the application of AR in marketing to enhance consumers' experiences, increase their satisfaction, shape their behavior, and boost companies' revenues

(Huang and Liao, 2015; Javornik, 2016; Poushneh and Vasquez-Parraga, 2017; Bell et al., 2018). The novel and attractive media of presentation and interaction enabled by AR play a crucial role in achieving the desired effects. Specifically, AR integrates digital information or objects into consumers' perceptions of the physical objects and environments, thus providing consumers with rich information about products or services and allowing them to experience products and services easily. Specifically, AR not only improves online experiences and engagement but creates novel and fantastic on-site experiences (Javornik, 2016; Yuan et al., 2021).

2.Context and Background

Definition and concepts of augmented reality in marketing

Augmented Reality (AR) in marketing refers to the utilization of technology that overlays virtual elements onto the real-world environment to enhance marketing campaigns, engage consumers, and provide interactive brand experiences (Chatterjee, 2020).

AR allows users to interact with virtual objects, visualize products in real-world contexts, and access additional information or experiences beyond traditional marketing mediums (Xu, Dong, & Li, 2020). It involves the overlaying of virtual content onto the real world, providing users with real-time interactions and engaging multiple senses (Kumar et al., 2019).

Through AR, marketers can deliver personalized and customized experiences to consumers, tailoring AR content to their preferences and needs (Pantano, Priporas, & Sorace, 2019). AR enhances marketing efforts by providing enhanced product information, visualizations, and interactive features that go beyond what can be conveyed through traditional channels (Chatterjee, 2020).

Furthermore, AR facilitates interactive engagement, encouraging active participation from consumers through features such as virtual games, quizzes, or challenges (Gao, Li, Liu, & Wang, 2020). It