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Wisdom of Worthy Research Journal

Unveil the Pinnacle of Academic Excellence



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Gaurishankar Campus

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ABOUT THE JOURNAL

GS WOW: Wisdom of Worthy Research Journal is a Refereed Interdisciplinary Academic Research Journal of Gaurishankar Campus located at Nijgadh, Bara, Nepal. In the ever-evolving landscape of academia, Gaurishankar Campus, Nijgadh, proudly presents its scholarly endeavor, the “Wisdom of Worthy Research Journal” (GS WOW). This distinguished journal serves as a beacon of intellectual exploration, fostering a culture of rigorous academic inquiry and interdisciplinary collaboration. Through its pages, GS WOW seeks to disseminate cutting-edge research, insights, and perspectives, thereby contributing to the global academic discourse.

With a commitment to nurturing intellectual curiosity and academic excellence, the campus has become a hub for scholars, researchers, and students dedicated to pushing the boundaries of knowledge. The GS WOW is dedicated effort of the campus to unveil the Pinnacle of Academic Excellence with the Wisdom of Worthy Research publication globally to promote Campus stands as a bastion of education and research.

Every manuscript submitted to GS WOW undergoes a meticulous peer-review process, ensuring the highest standards of academic rigor and integrity. It values the intersection of diverse academic disciplines, encouraging submissions that bridge gaps and forge connections between different areas of study. Published from Gaurishankar Campus, Nijgadh, the journal has a global perspective, inviting contributions from scholars worldwide. This global outlook enriches the intellectual diversity within the journal.

MISSION

The primary mission of GS WOW is to provide a platform for scholars to share their research findings, engage in critical dialogue, and contribute to the advancement of knowledge. The journal embraces an interdisciplinary approach, welcoming contributions from various fields including but not limited to Business, Arts, technologies and Social Sciences.

VISION

The vision of the journal is to ‘Unveil the Pinnacle of Academic Excellence’

TARGETS

- Publish High-Quality Research Articles:** GS WOW strives to publish research articles that demonstrate excellence in methodology, innovation, and contribution to the respective fields of study.
- Increase Visibility and Impact:** Enhance the visibility and impact of GS WOW by reaching a global audience, fostering collaborations, and ensuring that the journal becomes a significant reference in academic circles.

3. **Theoretical and Applied Scientific Discourse:** Facilitate a dynamic discourse by publishing articles that contribute to both theoretical understanding and practical applications across various disciplines.
4. **Develop Open-Access Platform:** Establish GS WOW as an authentic open-access platform, ensuring accessibility to quality content for researchers, scholars, and enthusiasts around the world.
5. **Independent Promotion and Strategic Leverage:** Promote the journal independently while strategically leveraging its content to maintain a strong presence in the academic community.

KEY OBJECTIVES

1. **Publish Diverse Content:** Publish high-quality research articles, reviews, and perspectives spanning a wide range of disciplines to encourage interdisciplinary collaboration and knowledge exchange.
2. **Provide Constructive Feedback:** Offer authors detailed and constructive feedback to enhance the quality of their work, fostering a culture of continuous improvement and academic excellence.
3. **Expand Online Readership:** Utilize various online platforms and strategies to expand the online readership of GS WOW, ensuring that valuable research reaches a broader audience.
4. **Ensure Copyright and Intellectual Property Compliance:** Uphold the principles of copyright and intellectual property laws to safeguard the rights of authors and contributors.
5. **Explore Visibility Tools and Resources:** Continuously explore and utilize tools and resources to enhance the visibility of the journal, ensuring it remains at the forefront of academic discourse.
6. **Maintain Academic Standards:** Implement and uphold high academic standards for the dissemination of research, ensuring that GS WOW remains a trusted source of scholarly information.

SUBMISSION

1. **Manuscript Length and Format:** Manuscripts should be between 5 to 20 pages, conforming to APA format guidelines, with a word count ranging from 3000 to 8000 words, excluding references.
2. **Inclusivity of Topics:** GS WOW welcomes theoretical, technical, research, and empirical papers across diverse fields such as Business, Management, Social Science, Technology, Arts, and emerging trends.
3. **Electronic Submission:** Manuscripts, prepared in MS Word template with double columns in single-spaced typed pages, should be submitted electronically as attachments to gswow@gsc.edu.np
4. **Inclusive Review and Publication:** Submissions undergo a comprehensive review based on originality, technical research, and relevance, with accepted articles published in both online and print versions of the upcoming journal issue.
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PEER REVIEW PROCESS

Review Process for GS WOW: Wisdom of Worthy Research Journal

The review process for GS WOW is a comprehensive and meticulous procedure designed to ensure the quality, integrity, and relevance of the published research. GS WOW implements a six-level review, combining editorial scrutiny and blind peer review for a thorough evaluation.

Six Levels of Review

1. Paper Structure Check by Production Team
2. The production team conducts an initial assessment of the paper's structure to ensure alignment with the journal's guidelines.
3. Plagiarism Check and Title Verification
4. Plagiarism check, ensuring content originality (less than 10% allowed).
5. Verification of the uniqueness of the title through Google, Google Scholar, and plagiarism checker results.
6. Grammar and Typographic Mistakes Check

Utilizing integrated Grammarly software, the production team reviews the manuscript for grammatical and typographic errors.

Review of Methods, Format, Title, Keywords, Tables & Figures, and Citations by Section Editor:

Section Editors perform a detailed review, assessing the overall structure, adherence to format, and the accuracy of elements such as titles, keywords, tables, figures, and citations.

DOUBLE BLIND PEER REVIEW FOR ANALYSIS/RESULTS/NOVELTY

Articles pass through a double-blind peer review process, ensuring impartial evaluation of analysis, results, novelty, and suggestions for further improvements. The review includes considerations for the journal's focus areas, relevance, and contribution to the field.

Final Editorial and Author Proofreading

After journal formatting and the assignment of DOIs, a final check is conducted by the editor. This involves verifying page numbers, glancing at the PDF, and ensuring overall formatting accuracy. Authors are given the opportunity for proofreading before final publication.

CONFLICT OF INTEREST MANAGEMENT

Peer reviewer identities are known only to the managing editor or editor in chief to prevent conflicts of interest.

The papers of managing editor and chief editor are not considered for publication to avoid any potential conflict of interest.

TIMELINE

The initial review process is designed to be swift, not exceeding six weeks, ensuring timely dissemination of research findings.

EDITORIAL INQUIRIES

For all editorial inquiries, authors and contributors can contact the journal editorial team at editorwow@gsc.edu.np.

Call for Papers: GS WOW frequently issues calls for papers on diverse topics. Authors are encouraged to visit the journal's homepage for specific calls relevant to their areas of interest.

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CALL FOR PAPER

Unleash Your Research Potential: Contribute to the Wisdom of Worthy Research!

Gaurishankar Campus proudly announces the call for papers for the esteemed “Wisdom of Worthy Research Journal” (GS WOW). GS WOW is a refereed interdisciplinary academic research journal dedicated to advancing knowledge across diverse fields. We invite researchers, scholars, and academicians to submit their original work and be part of a dynamic platform that amplifies the impact of scholarly contributions.

SUBMISSION CATEGORIES

1. **Research Articles:** Original and innovative research findings contributing to the advancement of knowledge.
2. **Reviews:** Critical assessments and reviews of existing literature, theories, or methodologies.
3. **Perspectives:** Thought-provoking essays and perspectives on emerging trends, challenges, and opportunities.
4. **Key Focus Areas**

GS WOW covers a wide spectrum of disciplines, including but not limited to:

- a. Business and Management
- b. Social Sciences
- c. Technology and Innovation
- d. Arts and Humanities
- e. Sciences
- f. Submission Guidelines:

5. **Format:** Manuscripts should adhere to APA format guidelines.
6. **Length:** Between 5 to 20 pages (3000 to 8000 words), excluding references.
7. **Originality:** Submissions must be original and previously unpublished work.
8. All submissions undergo a rigorous peer-review process, ensuring high academic standards and contributing to the integrity of the journal.

HOW TO SUBMIT

Submit your manuscripts electronically as attachments to gswow@gsc.edu.np

PUBLICATION OPPORTUNITIES

Accepted articles will be published in both online and print versions of the upcoming issue of GS WOW, providing authors with a platform for global visibility and impact.

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GS WOW is committed to fostering a culture of intellectual curiosity and academic excellence. Your contribution adds to the collective wisdom of humanity.

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Editorial: Widening Management Science Across Disciplines—Academic Scientist's D.Litt. Revolution

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The Doctor of Letters (D.Litt.), also known as Doctor of Literature, stands as one of academia's most prestigious post-doctoral honors, conferred to recognize lifetime scholarly achievement and original contributions to knowledge that significantly advance specific fields or interdisciplinary domains. Unlike research-focused Ph.D.s, the D.Litt. validates sustained impact through extensive publications, influential books, patents, policy influence, and demonstrable societal transformation, typically requiring 5-10+ years of post-doctoral excellence. This rare distinction elevates recipients to intellectual leadership, affirming their oeuvre as foundational references for future generations. Dr Anjay Kumar Mishra, the editor in chief of the journal awarded with this degree for his ground breaking research on the title of, Operational Safety Analysis of Common Development Activities by Srinivas University. Let's congratulate him.

In an era where complex global challenges demand integrated solutions, Anjay Kumar Mishra's Doctor of Letters (D.Litt.) in Management stands as a clarion call for management science to transcend traditional boundaries. As a scientist, Mishra's ferment celebrates not just scholarly volume—over 250 peer-reviewed publications—but a transformative methodology that widens management science through interdisciplinary fusion and transdisciplinary impact.

Mishra exemplifies how management principles illuminate engineering realities. His construction materials research proves ready-mix concrete feasibility (Mishra et al., 2022) and quantifies strength determinants (Sapkota & Mishra, 2024), embedding supply chain optimization and quality assurance into Nepal's building practices. Similarly, his safety scholarship bridges occupational health with organizational behavior, exposing sick building toxics (Mishra et al., 2025) and pioneering risk frameworks for tunnels and transmission lines that enhance both worker welfare and project profitability.

This boundary-crossing brilliance extends to infrastructure wisdom, where water system assessments (Mishra et al., 2022) merge technical evaluation with public finance and governance models. Mishra's project management innovations—tackling overruns (Sharma et al., 2022), lean waste reduction (Mishra & Aithal, 2022), and green financing imperatives (Mishra & Aithal, 2023)—weave operations research, environmental economics, and sustainable HRM into actionable frameworks for developing economies.

Mishra's true genius lies in transdisciplinary reach: economics illuminates bidding reforms (Mishra & Megh Bahadur, 2020), HR ethics transforms teacher engagement (Tamang et al., 2024), disaster scholarship integrates early warning systems with community resilience (Mishra, 2018), while AI diagnostics (Mishra et al., 2023) demonstrate technology's management potential. His oeuvre proves management science thrives when it embraces engineering precision, environmental imperatives, social dynamics, and technological innovation.

Expanding Management Scholarship through Transformative Book

Anjay Kumar Mishra's 16 authoritative books represent a monumental expansion of management science, seamlessly integrating theoretical frameworks with practical applications across engineering, disaster resilience, marketing, and human resources. These works—spanning 2020-2025—demonstrate his mastery in translating complex interdisciplinary research into accessible tools for academics, practitioners,

and policymakers in Nepal and beyond.

Construction & Project Management Foundations

Mishra's seminal works establish global benchmarks for Nepal's infrastructure sector. *Global Contract Administration* (2020) and *Project Management: Theory and Practice from Different Countries* (2020) provide comprehensive frameworks for contract execution and cross-national project strategies, while *Safe and Economic Operation of Equipment's* (Mishra & Aryal, 2021) and *Ethical and Legal Aspects of Development Projects* (Mishra & Aryal, 2021) address operational efficiency and governance challenges critical to sustainable development.

Statistical & Mathematical Tools for Decision-Making

Through *A Reference Book on Integrated Probability and Statistics* (Chaudhary, Mishra, & Thapa, 2022) and its teaching companion *Easy Teaching Textbook of Integrated Probability and Statistics* (2021), alongside *Easy Teaching Book of Mathematics for Architecture* (Chaudhary & Mishra, 2023), Mishra equips future managers and engineers with quantitative rigor, bridging statistical theory with architectural applications essential for evidence-based infrastructure planning.

Contemporary Management Innovations

Mishra's recent masterpieces redefine strategic disciplines: *Reconstructing Celebrity Endorsement* (2023) unveils novel marketing operations, *Strategic Human Resource Management* (Niruba Rani, Mishra, & Satheesh, 2024) and *Marketing Management: Consumer Insights* (Kala & Mishra, 2024) offer cutting-edge HR and consumer behavior frameworks, while *Artificial and Emotional Intelligence for Employee* (Mishra et al., 2025) pioneers AI-driven organizational psychology.

Nepal-Centric Economic & Tourism Revival

Dining Decisions (Mishra & Mishra, 2024) analyzes restaurant loyalty patterns, *Revitalizing Tourism* (Mishra & Mishra, 2024) charts sustainable growth strategies, and *Management of Reaching Prospect* (Mishra & Mishra, 2024) calls for actionable marketing transformations—each grounded in Nepal's post-COVID economic realities.

Eastern Philosophy Meets Comparative Assessment

A Reference Book on Comparative Assessment from the Eastern Approach (2022) uniquely integrates Eastern management wisdom with Western methodologies, offering Nepal's academics a culturally resonant framework for performance evaluation.

Disaster Resilience & Social Impact

Effect of Disaster on Children's Nutritional Status (Mishra & Ghimire, 2025) addresses Nepal's vulnerability to natural calamities through child nutrition management, embodying Mishra's transdisciplinary commitment to societal well-being.

These books collectively widen management science's scope from technical operations to cultural synthesis, statistical empowerment, digital transformation, and humanitarian applications. Mishra's authorship—often collaborative yet consistently visionary—establishes him as Nepal's preeminent management scholar, whose works will shape curricula, policies, and practices for decades.

The Operational Analysis Series

Anjay Kumar Mishra's six-volume *Operational Analysis of Projects in Nepal* series (2023, Srinivas Publication), co-authored with P.S. Aithal, represents the crowning synthesis of his decades-long research journey—distilling over 255 peer-reviewed articles into comprehensive management manuals that operationalize Nepal-specific solutions for global practitioners. These ISBN-identified volumes transform empirical findings into authoritative frameworks, bridging his pioneering journal contributions with

actionable project execution strategies.

Volume 1: Hazard and Risk

Codifies Mishra's landmark safety scholarship—from sick building toxics and transmission line hazards to tunnel job safety analyses—into systematic risk management protocols tailored for Nepal's high-risk infrastructure terrain.

Volume 2: Material Management

Consolidates his construction materials oeuvre, including ready-mix feasibility studies, aggregate strength variations, and cement quality assessments at sites from Gaindakot to Gautam Buddha Airport, establishing material optimization benchmark.

Volume 3: Performance

Synthesizes water supply evaluations (Gandaki, Salyankot), irrigation breakthroughs (Sikta, Dang), and road performance metrics into holistic project performance frameworks that integrate time-cost-quality dimensions.

Volume 4: Contract Administration

Elevates Mishra's bidding, procurement, and dispute scholarship—including World Bank collusive bidding analyses and e-bidding bidder ratio studies—into comprehensive contract lifecycle management, building on his earlier *Global Contract Administration* (2020).

Volume 5: Features of Sales Aids and Returns

Expands his consumer behavior research (laptop purchase patterns, cement brand selection) into sales optimization strategies, connecting material science with marketing returns analysis for construction supply chains.

Volume 6: Planning and Designing

Culminates Mishra's design review critiques, lean waste reduction studies, and green building assessments into strategic planning methodologies that embed sustainability from blueprint to execution.

Dr. Anjay Kumar Mishra, distinguished Dean of Madhesh University, Nepal, stands unequivocally as the best management scientist of Nepal (AD Scientific Index, 2023–present), validated by his extraordinary metrics: h-index of 33, 3,500+ citations, 16 patents, and 25 copyrights. Holding MBA, PhD, postdoctoral excellence, and the pinnacle D.Litt. in Management Science, his 13+ years of teaching and research bridge academia and practice, widening management science into technical domains through basic and applied research.

These works cement his unparalleled legacy as Nepal's preeminent translator of research into national transformation. Mishra's oeuvre equips developing economies with holistic solutions. The D.Litt. validates what metrics confirm: Mishra has evolved management from boardroom theory to national infrastructure salvation.

True leadership demands integration, not isolation; impact, not even, not insulation; solutions, not silos. Dr. Anjay Kumar Mishra delivers all three—making him not just Nepal's finest management scientist, but a global beacon for context-driven scholarly excellence. His milestone challenges academia worldwide: impact, not events; transformation, not transactions; Nepal's pride, the world's gain. We congratulate you from the publisher, readers, authors, editors, and the society at large.

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Table of Contents

| | | |
|--|---|-----------|
| Editorial: Widening Management Science Across Disciplines— Academic Scientist’s D.Litt. Revolution | — Rashmi Thakur, Surya Chhetri | [ix–xii] |
| Being and Becoming: The Transmission of Living Values Across Generations | — Tikaram Bhattarai | [1–8] |
| Designing “Contestability” in Automated HR Decisions: Appeal Mechanisms, Evidence, and Outcomes | P Radha, Vidya Chandrasekar, R. Vennila | [9–15] |
| Educational Aspirations under Early Marriage: A Study of Yadav Female Adolescents | — Ram Chandra Dahal | [17–30] |
| Effects of COVID-19 on English Language Education: A Postcolonial Perspective | — Puja Kumari Gupta | [31–44] |
| Foreign Policy of Nepal: Diplomatic Relations With China | — Kalidas Kanwar | [45–62] |
| Water And Sanitation Impact in the Human Health of Nepal: A Review | — Mayanath Ghimire | [63–74] |
| Women Empowerment Through Entrepreneurship | — Shila Mishra | [75–89] |
| Book review: The art of electronics | — Manju Babu | [91–96] |
| ऋतुविचार खण्डकाव्यमा नेपाली समाज र प्रकृतिको प्रतिविम्ब | — हेमा जोशी | [97–102] |
| बैतडी जिल्लामा दुलहीका खुद्दा धुने बेला गाइने लोकगीतको अध्ययन | — रमेश प्रसाद पन्त | [103–111] |
| यमपुरीको महल उपन्यासमा डायस्पोरा | — ज्ञानबहादुर भुजेल | [113–120] |

