

## **ROLE OF EMOTIONAL ADVERTISING IN BUILDING EMOTIONAL CONNECTIONS WITH CUSTOMERS**

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**Abstract-** This bibliometric analysis explores the role of emotional advertising in building deep emotional connections between brands and consumers. The research identifies key themes such as advertising, marketing, and consumer behavior, which are central to understanding how emotional appeals influence consumer engagement. By tapping into emotions, brands can foster customer loyalty, enhance brand differentiation, and influence purchasing decisions. The study highlights influential sources and authors in the field, with the *Journal of Advertising* leading with 44 documents, and Septianto F being the most relevant author with 19 publications. Additionally, the relationship between a country's total research output and the average citation impact is analyzed, revealing that while the USA leads in total citations, Canada and Austria are noted for their high citation impact, demonstrating the importance of research quality over sheer volume. The findings emphasize the effectiveness of emotional advertising in creating lasting consumer-brand connections, and the increasing amount of study in this field indicates how important it is to

contemporary marketing tactics. For brands, leveraging emotional advertising is a powerful way to differentiate themselves and build strong, loyal customer relationships. The study also offers a clear roadmap for future researchers to identify key trends and influential sources, thereby enhancing the existing literature on emotional advertising. A direction for future research includes investigating the role of emerging digital platforms, such as social media and influencers, in shaping emotional advertising strategies. This study's primary focus on bibliometric data may limit its ability to properly capture the qualitative elements of emotional advertising's efficacy in various cultural and commercial contexts.

**Keywords:** Emotional Advertising, Brand Loyalty, Emotional appeal, Customer Engagement, Advertising Appeals

### **INTRODUCTION**

The business environment has grown intensely competitive. For any business “customer” is the most important element to stay in the market. With the increasing

consumer awareness and changing demographics, businesses also have to adopt various marketing strategies to satisfy the customer. Among all the marketing strategies advertising is one of the strategies to spread awareness and attach with the customer. Advertising appeals offer consumers a compelling reason to purchase a product by delivering a central message that captures their attention and sparks their interest. “Emotional advertising” is one type of advertising, to connects to the customers through their emotions. “The main goal of emotional advertising is to create a deep emotional connection between the target audience and the brand, product, or message being promoted”. Emotional advertising taps into feelings, memories, and aspirations, creating a deeper connection between a brand and its audience. The ability of emotional advertising to foster these connections is not accidental; it is rooted in the psychology of how we perceive and relate to the world.

Marketing has benefited greatly from the theoretical and practical contributions of branding and brand management (Aaker, 1997; Berry, 2000; Keller, 1993; Keller & Lehmann, 2006). Marketers are now able to better utilize the product's feature thanks to insights from branding research. Brand names convey meaning in addition to being identifiers (Kohli et al., 2004). With its emphasis on the various ways consumers

engage and interact with brands, the paradigm of consumer-brand relationships has attracted a lot of scholarly attention (Dwivedi, A., 2015; Devi et al, 2023; Kirti et al 2024). The market economy's fundamental process of competition has compelled businesses to determine the variables influencing the efficacy of their advertising. Among these, advertising appeal has been identified as a critical element impacting attention, awareness, attitudes, and behavior, among other elements of advertising success (Rizwan et al., 2013). As a result, selecting the appropriate advertising appeal is essential for designing impactful advertising campaigns (Grigaliunaite, V., & Pileliene, L. 2016).

Advertising appeals are designed to shape consumers' self-perception and highlight the advantages of purchasing specific products. The messages delivered through these appeals play a crucial role in influencing consumers' buying decisions. Companies and advertising agencies employ various types of appeals to impact consumers' purchasing decisions. Among the most significant are emotional and rational appeals. While rational arguments are frequently more successful for items aimed at older consumers, emotional appeals tend to resonate more with younger audiences (Garg. P., 2022; Kirti, & Saini 2022). Monika,2018). Hedonic items respond better to emotional appeals, while utilitarian

products respond better to rational ones (Armstrong, 2010; Lantos, 2015). Brands with little distinction from their rivals are best marketed using emotional appeals (Belch & Belch, 2004; Berman & Blakeman, 2009; Blakeman, 2015). Conversely, distinguished brands are more suited for rational appeals since logical arguments may effectively convey their distinctive qualities.

One of the most important ideas in marketing and service management research is customer involvement. It describes a mental state brought on by a consumer's collaborative and interactive interactions with a company or service provider (Brodie et al., 2011)(Monika, 2018; Kirti & Saini 2022).

From the perspective of relationship marketing, Customer engagement strategies go beyond traditional transactional interactions between businesses and customers. Instead, they emphasize value co-creation and fostering behaviors that promote brand loyalty (Perez Benegas, J. Y., & Zanfardini, M., 2023). Consumer engagement reflects behaviors that extend beyond traditional consumer actions. It drives outcomes such as advocacy (Sashi et al., 2019), loyalty intentions (So K. K. F. et al., 2014, 2016; Harrigan et al., 2017), and brand usage intentions (Harrigan et al., 2018). Additionally, social media's growth has given businesses new ways to communicate with their clientele outside of the traditional

emphasis on experience and service (So K. K. F. et al., 2014).

### **Rational of the study**

In today's fast-paced and competitive market, Brands tell tales and establish human connections with consumers in addition to selling goods. Emotional advertising has emerged as a powerful way to make these connections, tapping into feelings, aspirations, and shared experiences to create strong connections with customers. As consumers increasingly seek brands that "get them," this study becomes even more relevant. This study is about uncovering what makes an advertisement, not just memorable but meaningful and how businesses can use emotional storytelling to connect and engage with customers and grow in today's competitive world.

By performing a bibliometric analysis of the body of research on emotional advertising, this study seeks to close and its role in building emotional connections with customers. Through mapping out, the most influential studies, key themes, and emerging trends and providing a clearer picture of the literature on "emotional advertising".

### **Research Question**

RQ1 What are the key themes in research on emotional advertising?

RQ2 Which sources and authors have been most influential in shaping the field of

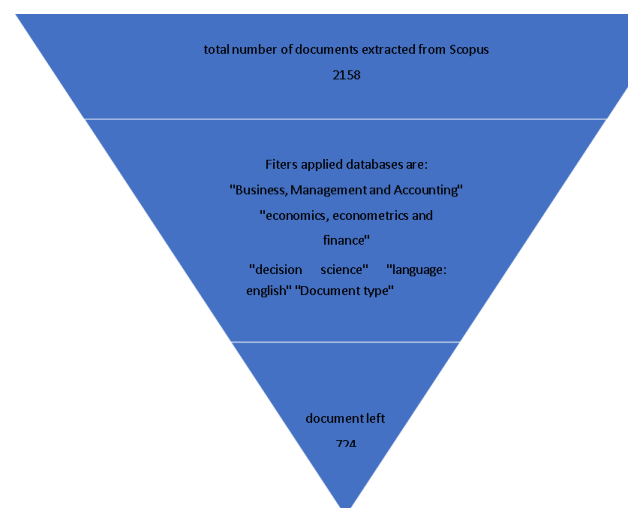
emotional advertising?

RQ3 What is the relationship between a country's total research output and the average citation impact of its publications?

### Research Methodology

Research methodology refers to the structured approach used to conduct research and collect information, including the methods for study design, data collection, data analysis. In this study, bibliometric analysis is used as a quantitative method to identify patterns of collaboration, knowledge gaps, and research clusters. It also helps clarify the cognitive framework of the field and highlight emerging trends (Donthu et al., 2021). This study is descriptive. This research employs bibliometric analysis through R-Studio to conduct a comprehensive literature review. To achieve the objective of the study data is extracted from the Scopus database, as it is more robust. Data is extracted using the keyword “emotional advertising”; the total number of documents is: 2158. According to the relevance of the study, filters were applied and the first filter was “subject area” and in it “Business, Management and Accounting; Economics, Econometrics and Finance and Decision Science” were taken. After applying this filter 930 documents were left. The next filter was “Document Type” and in this

“Articles and Review” were included, after applying this filter documents left was 734. The third filter was “Language: English”, after this filter document left: 724. The final number of documents that were analysed to achieve the objective and find the answer to the research questions is 724. The data is analyzed using R-Studio with the Biblioshiny package. Key information extracted from biblioshiny includes: “main information, annual scientific production, three field plot, most relevant sources, most relevant authors, thematic map, Bradford's law, word clouds, most relevant words, the most cited countries, and co-occurrence networks”. This analysis provides researchers with a clear overview of the field, helping to identify research gaps and guiding future investigations in the area.



**Figure: 1 The process of gathering and filtering the Data**

Figure: 1 shows the process of data extraction, filters used, and documents left for the analysis and achieving the objective.

From Table: 1, it is interpreted that it has two columns one is of description and the second is of results. In this table, the main information about the data is shown, in the data the time of the documents is from 1984 to 2024, and the total number of sources (books, journals, etc.) is

245. The total number of documents is 724 with an annual growth rate of 7.73%, with an average age of 9.94 and an average citation per document of 30.48. This data has a large number of references amounting to 37432. In this table under the document contents

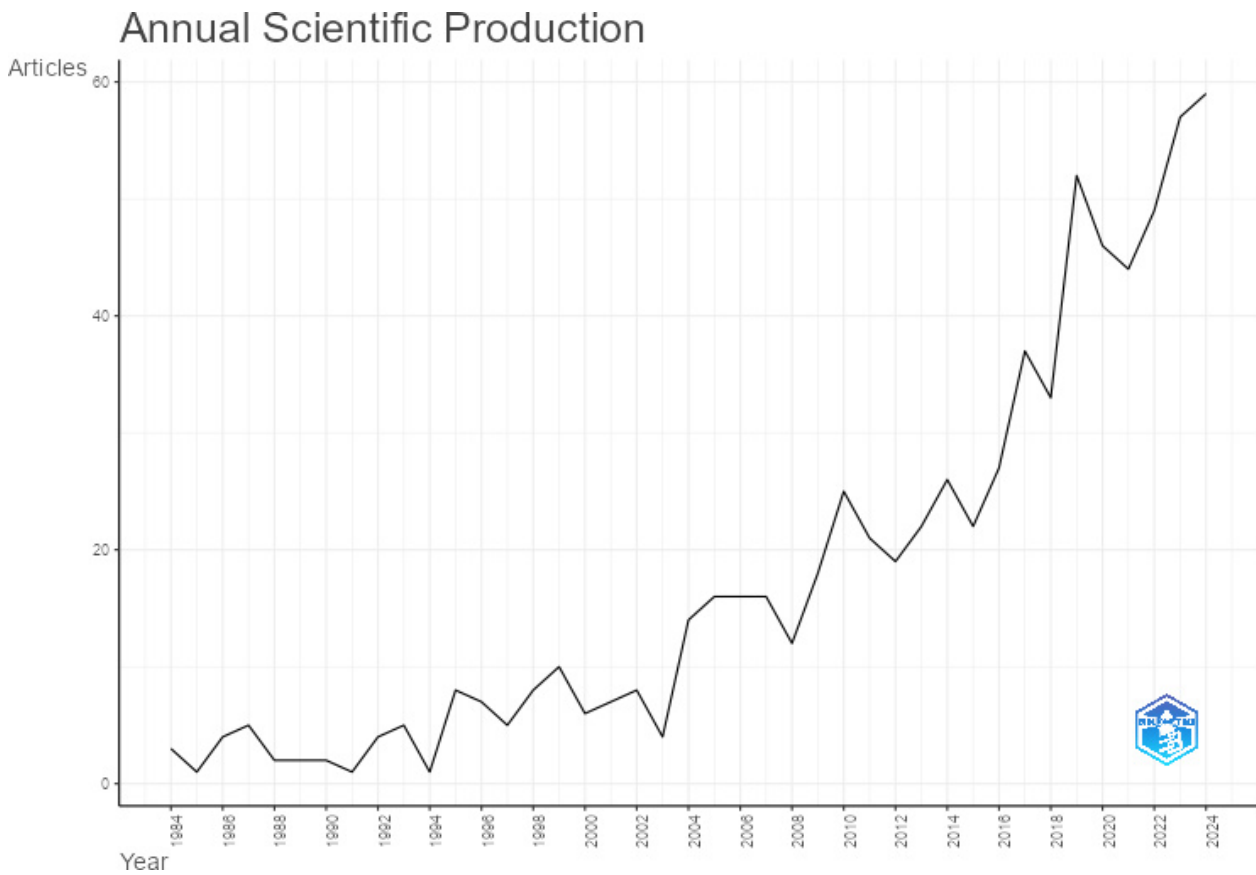
heading “keyword plus (ID) and author’s keywords (DE)” are shown amounting to 454 and 1806 respectively. In this data, the total number of “authors” is 1581 and the “authors of single-authored documents” are 125, and under the author's collaboration heading “single-authored documents, co-authors per document, and international co-authorship%” shown amounting to 130, 2.57, 21.96 respectively. In this data, only articles and review types of documents are included, of which 694 are articles and 30 are review documents.

**Table: 1 Main Information**

Description	Results
Main information about data	
Timespan	1984:2024
Sources (Journals, Books,etc)	245
Articles	694
Annual Growth Rate %	7.73
Document Average Age	9.94
Average citations per doc	30.48
References	37432
Keywords Plus (ID)	454
Author's Keywords (DE)	1806
Authors	1581
Authors of single-authored docs	125
Single-authored docs	130
Co-Authors per Doc	2.57
International co-authorships %	21.96
Documents	724
review	30

**Source: biblioshiny**

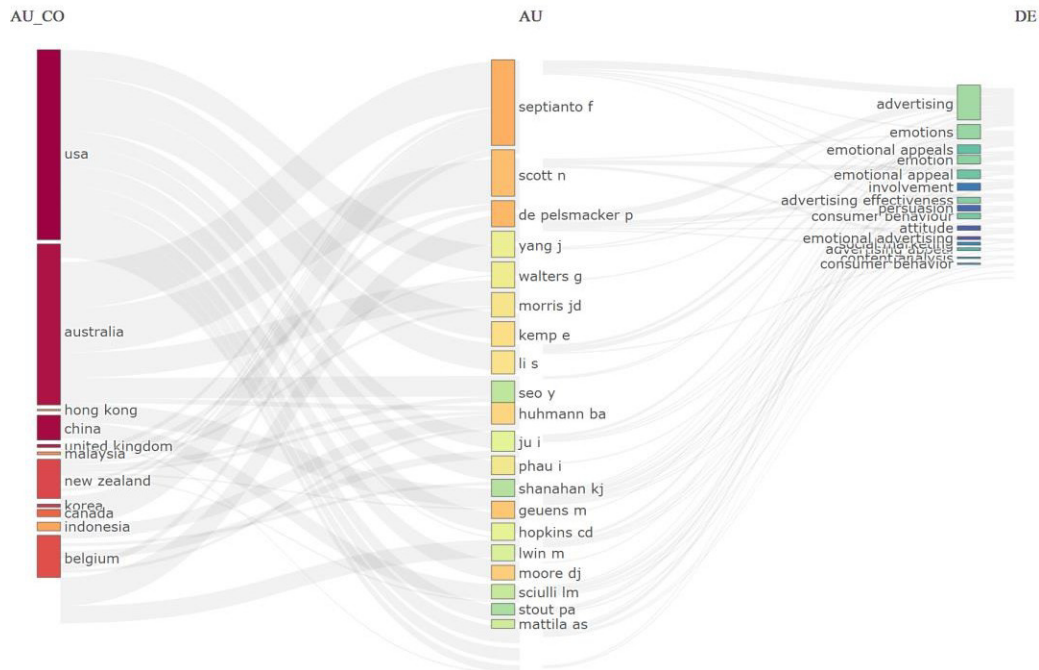
Figure: 1 Annual Scientific Production



**Source: biblioshiny**

From Figure: 1 it is interpreted that, in the early years, from 1984 to 2003, scientific production remained relatively low, fluctuating between 0 and 10 articles annually, with no consistent upward trend. However, starting around 2004, there was a noticeable increase, marking the beginning of steady growth, with annual production reaching approximately 20–25 articles by 2014. The most significant growth occurred from 2015 onward, showing a sharp and consistent rise in output, peaking at close to 60 articles in 2023. This rapid growth in recent years highlights a significant increase in academic interest and research activity in this field. Overall, the figure reflects the increasing prominence of the topic, showcasing periods of stagnation, gradual development, and rapid acceleration in scientific production.

**Figure: 2 Three field plots**



Source: biblioshiny

The “Three-Field Plot” is a chart that highlights the relationships among three key bibliometric dimensions, focusing on authors, keywords, and authors’ countries. It provides a clear overview of how these fields interact by using flows (lines) to connect them, where the thickness of the lines indicates the strength of associations. In this figure left sideline shows the authors' countries, the middle line shows the authors and the right side shows the keywords of the authors. This figure shows that most of the authors according to this data are from the USA followed by Australia while the highest contributing author is from Australia and the keywords which is studied by most of the authors are advertising followed by emotions.

**Table: 2 most relevant sources**

Sources	Articles
“JOURNAL OF ADVERTISING”	44
“INTERNATIONAL JOURNAL OF ADVERTISING”	34
“JOURNAL OF ADVERTISING RESEARCH”	33
“JOURNAL OF BUSINESS RESEARCH”	23
“JOURNAL OF MARKETING COMMUNICATIONS”	22
“JOURNAL OF CURRENT ISSUES AND RESEARCH IN ADVERTISING”	19
“EUROPEAN JOURNAL OF MARKETING”	18
“JOURNAL OF PROMOTION MANAGEMENT”	16
“JOURNAL OF RETAILING AND CONSUMER SERVICES”	14
“ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS”	13

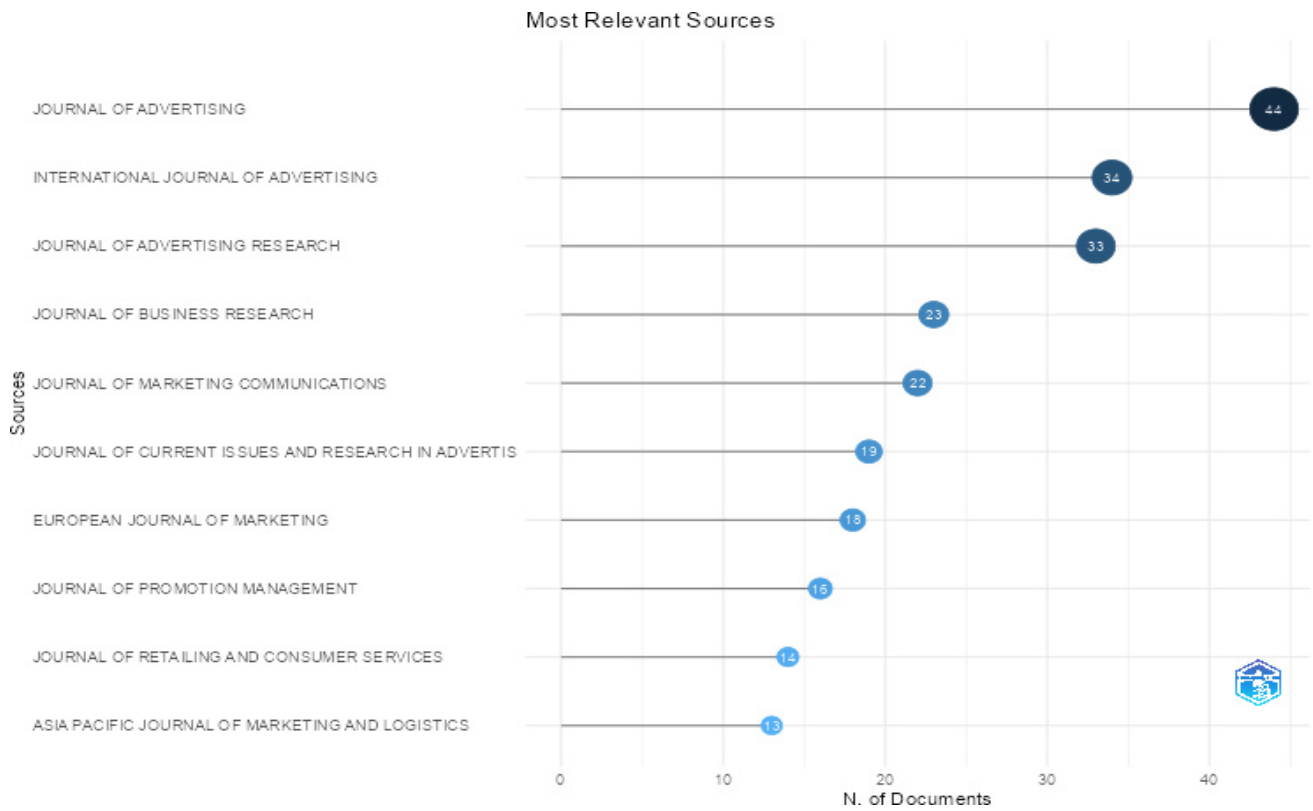
**Source: biblioshiny**

Table: 2 shows the most relevant sources in the related field. According to this table “Journal of Advertising” is the most relevant source with the highest number of publications. The highest number of publications is 44. The “International Journal of Advertising and Journal of Advertising Research” are also relevant sources with 34 and 33 publications respectively. These are the top three sources in the field of emotional advertising. The journals include the Asia Pacific Journal of Marketing and Logistics, the European Journal of Marketing, the Journal of Promotion Management, the Journal of Retailing and Consumer Services, the Journal of Business Research, the Journal of Marketing Communications, the Journal of Current Issues and Research in Advertising, and the Journal of Marketing and Communications in Europe are also relevant sources contributing to the field of emotional advertising.

Figure: 3 is the pictorial presentation of Table: 2, “pictorial presentation” makes the data easily understandable and easily interpreted by the reader. In this figure on the x-axis number of

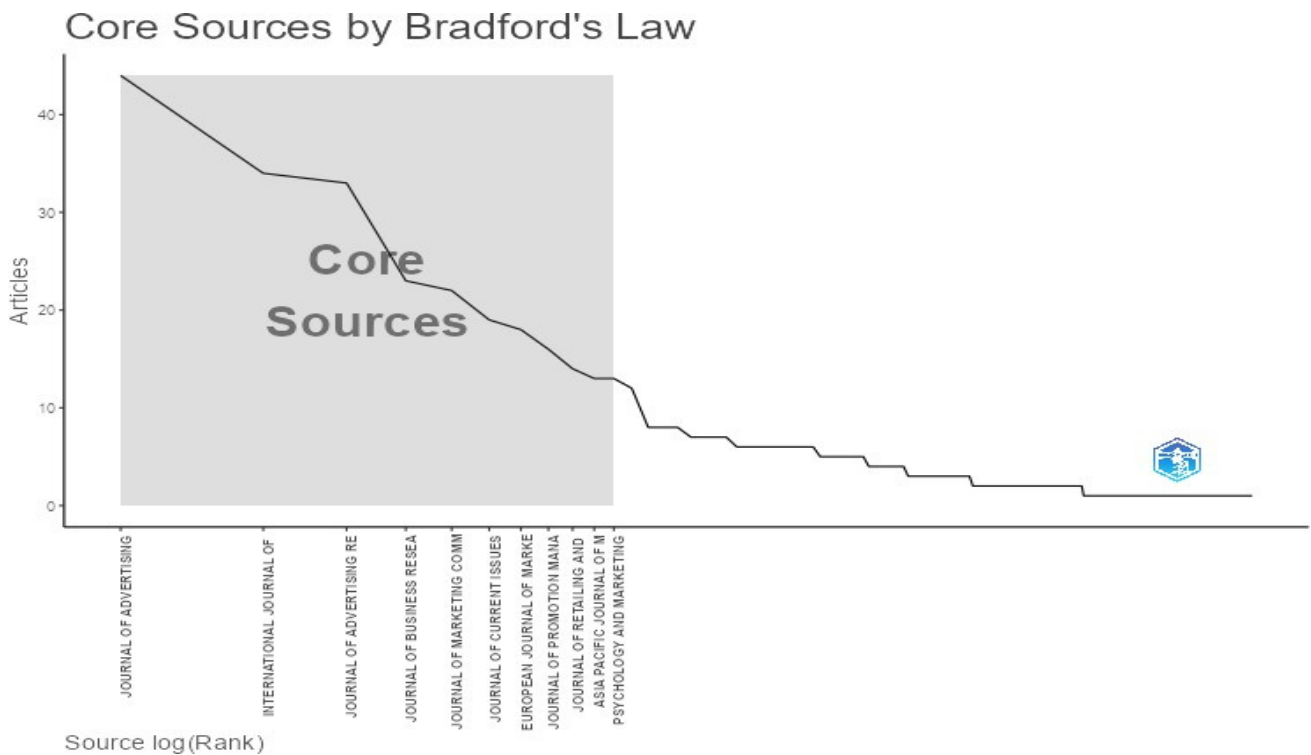


documents is shown and, on the y-axis, sources are shown and the numbers are plotted according to the number of publications of the sources.



**Figure: 3 Most Relevant Sources**

**Source: biblioshiny**



**Figure: 4 Bradford law**

**Source: biblioshiny**

Bradford's Law describes how research articles are distributed across journals, highlighting that the majority of significant studies on a specific topic are concentrated in a small number of core journals. These core journals serve as the primary sources for the latest and most impactful research. Outside of this core, there exists a larger group of journals that, while individually less central, collectively contribute a substantial volume of research on the topic. This distribution helps researchers identify the most critical sources for a given field of study. In this figure on the x-axis source log (rank) is shown and on the y-axis, articles are shown; According to this figure eleven sources are included in core sources and these “Journal of Advertising, Journal of International Advertising, Journal of Advertising Research, Journal of Business Research, Journal of Marketing Communications, Journal of Current Issues and Advertising Research, Journal of Marketing in Europe, Journal of Promotion Management, Journal of Consumer and Retailing Services, Asia Pacific Journal of Marketing and Logistics, and Psychology and Marketing” are among them.

Table: 3 consists of three columns first is of the authors name second is of the article and third is of articles fractionalized. From this table, it is interpreted that “Septianto F” is the most influencing author with the highest number of publications (19) and the highest number of articles fractionalized (7.033). The “Articles Fractionalized” metric shows the weighted contribution of each author to the total number of articles. “De Pelsmacker P” has 10 articles with 4.666 articles

fractionalized which shows his contribution towards the area. Followed by “Scott N”, Geuens M, Moore DJ” with 8,7, and 6 articles. All the remaining authors have 5 articles each.

Figure: 5 is the pictorial presentation of the Table, The number of documents is displayed on the x-axis, while the authors are displayed on the y-axis. With 19 works, "Septianto F" is the most pertinent author. In this figure, lowest number of publications is 5.

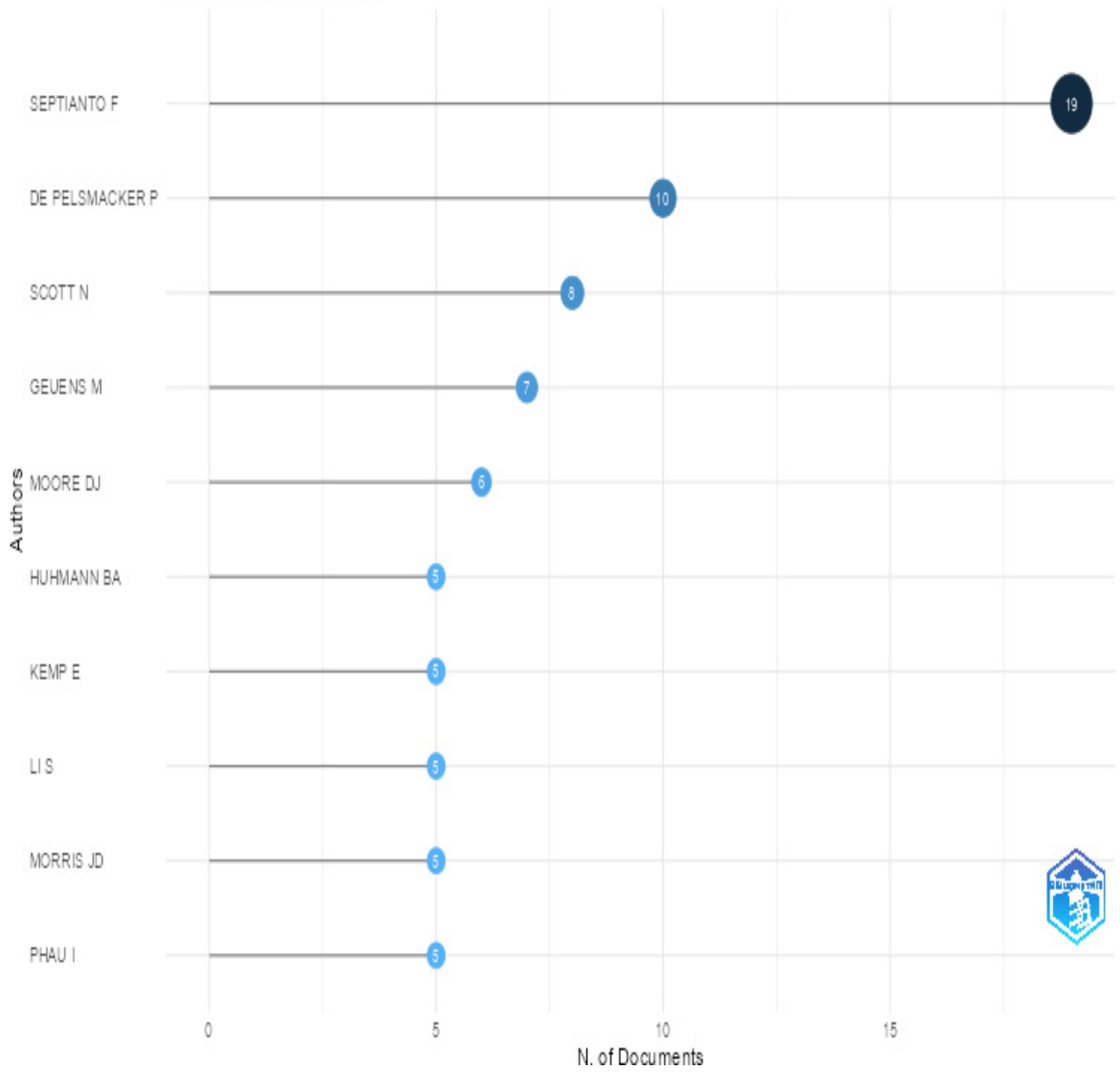
**Table: 3 Most Relevant Authors**

Authors	Articles	Articles Fractionalized
SEPTIANTO F	19	7.033333333
DE PELSMACKER P	10	4.666666667
SCOTT N	8	2.066666667
GEUENS M	7	3.166666667
MOORE DJ	6	4
HUHMANN BA	5	1.75
KEMP E	5	1.45
LI S	5	2.083333333
MORRIS JD	5	1.616666667
PHAU I	5	2.083333333

**Source:** biblioshiny

**Figure: 5 Most Relevant Authors**

### Most Relevant Authors



Source: biblioshiny

**Table: 4 Countries Scientific Production**

region	Freq
USA	602
CHINA	168
AUSTRALIA	167
UK	104
SPAIN	65
INDIA	61
SOUTH KOREA	51
GERMANY	38
NEW ZEALAND	36
BELGIUM	32

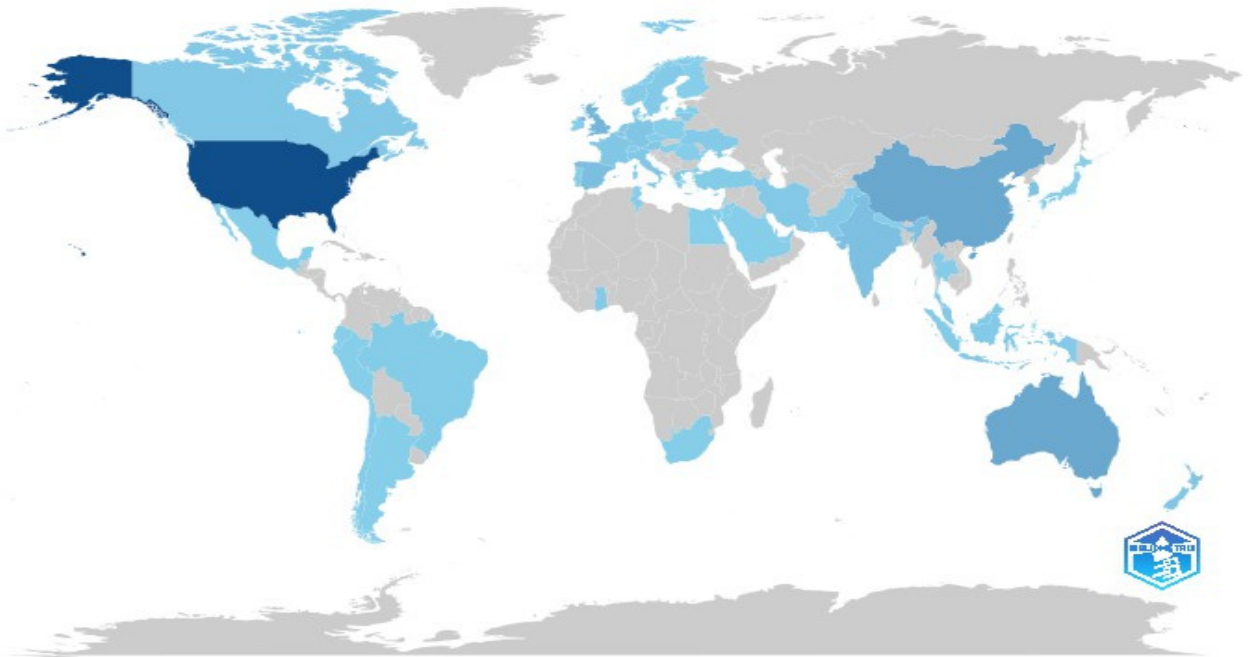
**Source: biblioshiony**

This table illustrates the frequency of research publication by region, showing the dominance of the USA with 602 articles. China follows with 168 contributions, very close to Australia with 167, indicating their significant role in the research. The UK holds the fourth position with 104 contributions, while Spain (65) and India (61) demonstrate moderate levels of participation. Regions such as South Korea (51), Germany (38), New Zealand (36), and Belgium (32) contribute smaller but noteworthy shares. The data underscores the USA's substantial influence, with emerging and steady contributions from other regions, reflecting a global spread of research activities.

Figure: 6 is the pictorial presentation of the country's scientific production, the darker the color of the country larger the contribution of the country in the research.

**Figure: 6 Countries Scientific Production**

## Country Scientific Production



**Source: biblioshiny**

The table: 5 shows the most cited countries, displaying the average article citations for each location as well as the total citations (TC). With 4619 citations overall and an average of 29.8 citations per piece, the USA leads the world. China comes in second with 1125 total citations and an average of 23 citations per item, both of which show significant contributions but lesser citation effect per article. Despite having less overall citations (533), Canada is notable for having the highest average article citations (76.1) suggesting high-quality, impactful research. Similarly, Austria displays an impressive average of 64.9 citations per article with 649 total citations, highlighting its research efficiency.

Countries like Korea (48.7 average citations) and Belgium (48 average citations) also demonstrate significant research impact, despite contributing fewer articles overall. Germany follows with 528 total citations and an average of 44 citations per article, showcasing steady research performance. The UK contributes 791 total citations with a moderate average of 34.4, while Australia records 963 citations and 26 average citations, indicating a high volume but moderate impact. Finally, Spain ranks lowest in average citations (17.2) despite having 344 total citations. This data reveals that the USA's dominant in total citations, while Canada, Austria, and Korea stand out for producing highly cited, impactful research.

**Table:5 Most Cited Countries**

Country	TC	Average Article Citations
USA	4619	29.8
CHINA	1125	23
KOREA	974	48.7
AUSTRALIA	963	26
UNITED KINGDOM	791	34.4
AUSTRIA	649	64.9
CANADA	533	76.1
GERMANY	528	44
BELGIUM	384	48
SPAIN	344	17.2

**Source: biblioshiny**

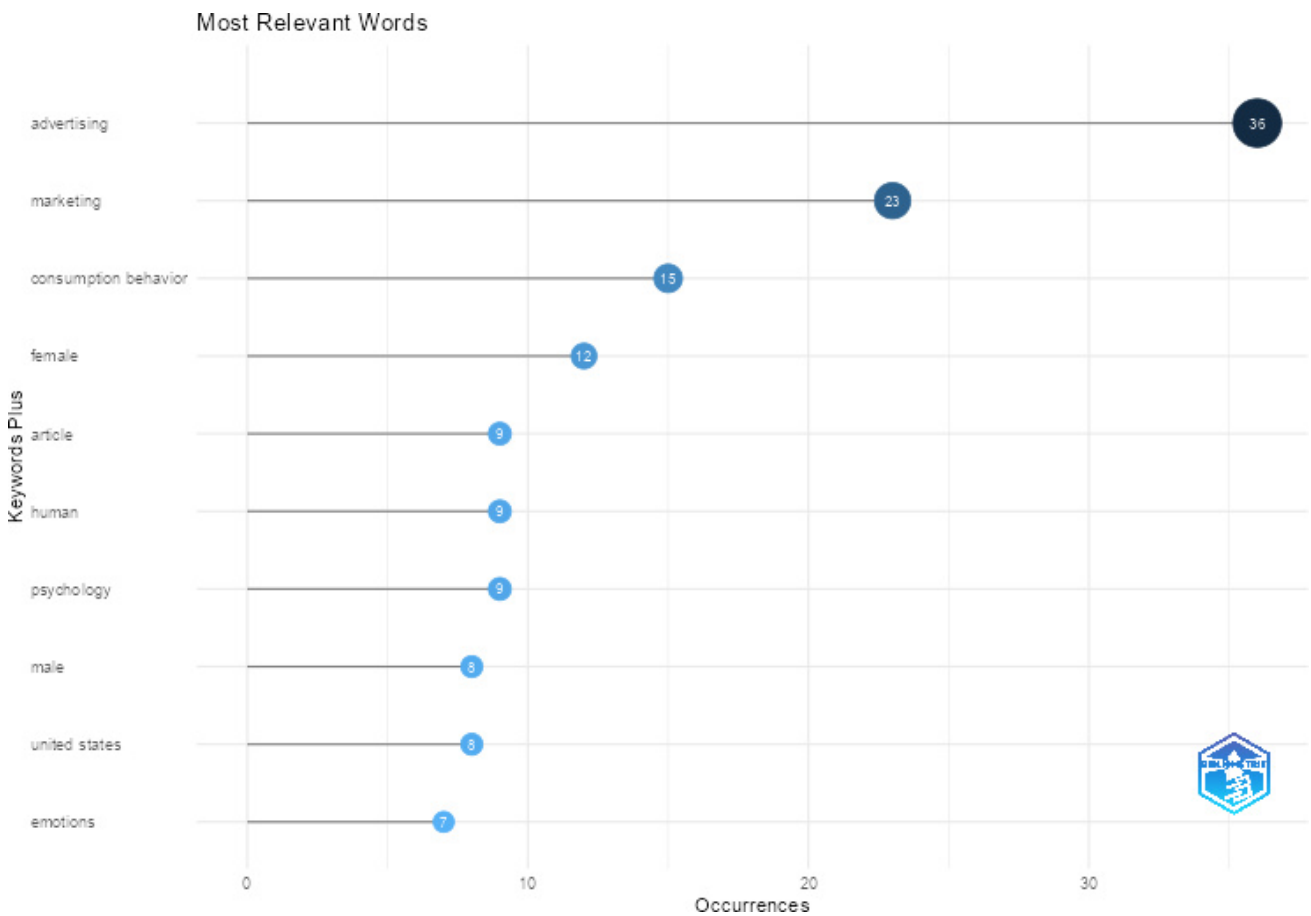
**Table: 6 Most Relevant Words**

Words	Occurrences
advertising	36
marketing	23
consumption behavior	15
female	12
article	9
human	9
psychology	9
male	8
united states	8
emotions	7

**Source: biblioshiny**

In Table: 6, there are two columns one is of words and the second is of occurrences. “advertising” has the highest occurrence of 36 followed by “marketing and consumption behaviour” with the occurrence of 23 and 15 respectively. “Female” has an occurrence of 12 and “article, human, and psychology” has an occurrence of 9 each; “male and United States” has an occurrence of 8 each, and “emotion” has an occurrence of 7.

Figure: 7 is the pictorial presentation of Table: 6, showing occurrences both on the x- and y- axes keywords plus is shown, having advertising as the most relevant word according to the occurrence.



Sources: biblioshiny





Figure: 9 represents the thematic map of the data extracted, The four quadrants of this map are motor themes, emerging or decreasing themes, basic themes, and specialty themes. The development degree (density) is displayed on the vertical side, while the relevance degree (centrality) is displayed on the horizontal line. This graphic shows that emerging and declining themes have two clusters, while niche and basic themes are empty. "Social media platforms" is the first, and "social behaviour and travel behaviour" is the second. Motor themes have two big clusters as compared to emerging or declining themes, one is of "advertising, human, and article" and the second is of "marketing, consumption behaviour, and psychology" showing the relevance of the keywords.

## **Discussion**

RQ1 What are the key themes in research on emotional advertising? The answer to this research question can be identified with the help of Figures: 7,8, and 9 and Table 6. From these tables and figures, it is concluded that "advertising, marketing, and consumer behaviour" are the key themes related to emotional advertising. RQ2 Which sources and authors have been most influential in shaping the field of emotional advertising? Journal of Advertising with 44 documents and Sentient F with 19 documents are the most relevant sources and authors respectively. These can be identified with the help of Tables: 2 and 3 and figures: 3, 4, and 5. RQ3 What is the relationship between a country's aggregate research output and the average citation impact of its publications? The USA leads with the largest total citations (4619) and a moderate average impact of 29.8 citations per article, reflecting a larger research quantity with consistent but less impactful outputs per article. In contrast, Canada, despite fewer total citations (533), achieves the highest average impact of 76.1 citations per article, highlighting the exceptional quality and influence of its research. Austria follows with an impressive average of 64.9 citations per article and 649 total citations, emphasizing research efficiency. These trends suggest that while the USA excels in volume, Canada and Austria stand out for their highly impactful research, prioritizing quality over quantity. This can be identified from Tables 4 and 5 and Figure 6.

## **Conclusion**

This bibliometric analysis sheds light on the role of emotional advertising in creating deep emotional connections between brands and consumers. The research reveals that emotional advertising goes beyond simply promoting products. It facilitates more meaningful and personal interactions between brands and consumers. By appealing to emotions, brands can foster loyalty and influence purchasing decisions, leaving a lasting impression in the minds of customers. The analysis highlights key themes, such as advertising, marketing, and consumer behavior. In the

future, it would be valuable to explore how emotional advertising impacts long-term relationships with customers and how cultural differences shape these emotional connections. Due to increasing digitalization, further studies should be conducted to know the role of emerging digital platforms, such as social media and influencers, in delivering emotional advertising and emotional connections. For brands, leveraging emotional advertising can significantly enhance customer loyalty, deepen emotional connections, and differentiate themselves in a crowded marketplace. This study can help the research to easily target the trend topics and sources and authors to conduct qualitative research and enhance the literature of the area. Emotional advertising may prove to be a powerful strategy for building strong, lasting bonds with customers, contributing to both brand success and overall customer satisfaction.

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