Exegium Scholarly Press

Académique Journal of Quality (Vol II, Issue I)

Editorial Board

Editor-in-Chief

Dr. M. Riswan
Senior Lecturer (Gr. 1)
Department of Sociology, South Eastern University of Sri Lanka, Sri Lanka

Managing Editors

Prof. Shantanu Chakravarty
Dean, School of Humanities and Social Sciences and HOD, Political Science, Girijananda Chowdhury University, Guwahati, Assam, India; &
Former. Professor, Department of Political Science, Cotton University, Guwahati, Assam, India

Dr. H. C. Ananda Murthy
Professor of Inorganic Chemistry, School of Applied Sciences, Papua New Guinea University of Technology, Lae, Morobe Province, 411, Papua New Guinea.

Associate Editors

Dr Md Shabbir Alam,
PhD & Postdoc in Economics
Assistant Professor of Economics & Finance
College of Business Administration, University of Bahrain

Dr. A. Asrar Ahamed
Assistant Professor of Chemistry
Jamal Mohamed College (Autonomous), Trichy, Tamil Nadu, India

Dr. Mohammad Rezaul Karim
Associate Professor, College of Science and Humanity Studies,
Department of English, Prince Sattam Bin Abdulaziz University, Al-Kharj,
Kingdom of Saudi Arabia

Dr. Subir Sen
Associate Professor, Department of Education,
Sidho-Kanho-Birsha University, Purulia, India

Dr. Yograj Sharma
Assistant Professor
School of Liberal Arts, The ICFAI University, Sikkim
Lower Sichey, Gangtok, Sikkim – 737101

Dr. Ahmad Shamshad
Head of the Department
Department of Political Science
Poona College of Arts, Science & Commerce, Pune, India

Disclaimer: The facts, opinion expressed here in the journal are entirely of the author(s); the publisher and the editorial board of the journal are not responsible for plagiarism issues. Unintentional errors to be addressed to concerned author(s) as comments to author that can be communicated with the publisher.

Editorial Note

Volume II, Issue I – Académique Journal of Quality
Exegium Scholarly Press

We are pleased to present Volume II, Issue I of Académique Journal of Quality, marking the beginning of a new publication year and reaffirming our commitment to promoting rigorous, multidisciplinary research. This issue brings together scholarly contributions that engage with important questions in literature, ethics, psychology, and contemporary digital society.

The issue includes a theoretical reflection on the Kafkaesque as an epistemological framework, offering new perspectives on knowledge, power, and interpretation in modern thought. Another article examines the role of ethics in public policy, highlighting the challenges policymakers face in addressing complex social needs within diverse societies.

In the field of psychology, a study on cognitive, behavioural, and social predictors of depression underscores the multidimensional nature of mental health and the need for integrated research approaches. Additionally, a study on instant mobile application usage among young consumers explores how digital technologies influence lifestyle patterns, well-being, and consumption behaviour. Together, these articles reflect the multidisciplinary vision of the journal, contributing insights that connect theoretical understanding with contemporary societal developments. The editorial board extends sincere appreciation to the authors and reviewers whose efforts have made this issue possible, and we look forward to continued scholarly engagement in future editions.

Editorial Board
Académique Journal of Quality
www.exegiumscholarlypress.com/académiquejournalofquality

Contents

Volume II, Issue I– Académique Journal of Quality
Exegium Scholarly Press

Sl. No	Title	Page No.
1	From Aesthetic to Epistemology: Rethinking the Kafkaesque and Delineating Theoretical Reflections on Kafkaesque Discourse ***Mrinal Pant***	1
2	Emerging Education System in Gorkhaland Territorial Areas (GTA) Since 2007 to Present Time ***Dawa Tamang***	10
3	Cognitive, Behavioural and Social Predictors of Depression and Mood Dysregulation ***Avishi Singhal***	17
4	Correlation Between Instant App Usage and Instant Need Satisfaction Lifestyles Interaction Healthy Lifestyles Among Young Consumers ***Tamanna Duggal***	25
5	Assessing the Impact of Employer Branding on Talent Attraction in the Indian Higher Education Sector ***Sarla Mishra, Dr. Pradeep Chaurasia, Dr. Prakash Kumar Sen***	36
6	Role of Electronic Customer Relationship Management in Enhancing Customer Retention: An Empirical Investigation of Select Private Banks in Bhubaneswar **Dr. Susmita Das**	50
7	Reflective Teaching Practices for Professional Development: Enhancing Teacher Effectiveness through Critical Reflection **Dr. Sambhu Sankar Deep**	59