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Website: <https://journal.cybertimes.in>

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From the Editor's Desk

At the outset, I take this opportunity to express my sincere gratitude to all the Editorial Board Members, Editors, Peer Review Members, contributors, and readers for making *Cyber Times International Journal of Technology & Management* an outstanding success. Their unwavering support, dedication, and commitment to academic excellence have significantly contributed to the growth and reputation of the journal.

We are pleased to present **Volume 19 – Issue 2** of *Cyber Times International Journal of Technology & Management*. This issue features a collection of high-quality research papers and scholarly articles that reflect contemporary developments, innovative ideas, and critical insights across emerging areas of Technology, Management, Law, Education, and other multidisciplinary domains. The diversity of topics covered in this issue highlights the increasing importance of interdisciplinary research in addressing global challenges and opportunities.

The overwhelming response received from researchers, authors, academicians, law-enforcement agencies, and industry professionals for submitting their research papers and articles is deeply appreciated and duly acknowledged across the globe. Their valuable contributions have enriched the journal's content and strengthened its role as a platform for disseminating knowledge, fostering innovation, and encouraging scholarly dialogue among academia, industry, and society.

On behalf of the Editorial Team, I extend my heartfelt thanks to all authors for their valuable research contributions and to our reviewers for their constructive evaluations that help maintain the highest standards of publication quality. We hope that the research published in this issue will inspire further inquiry, collaboration, and advancement in various fields of study, while continuing to serve as a meaningful resource for our readers worldwide.

We look forward to receive your valuable and future contributions to make this journal a joint endeavor.

With Warm Regards,



Dr. ANUP GIRDHAR

Editor-In-Chief

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Lifestyle Health Education as a Catalyst for Thought Leadership: Building Self-Sustaining Wellness Research Centres in Indian MBA Institutions

Dr. Sneha Joshi

Assistant Professor, Department: Management (TMV)

Email: drsnehasamirjoshi@gmail.com

Ms. Ketaki Raut

MBA Student, Department: Management (TMV)

Email: ketaki4ketaki@gmail.com

ABSTRACT

This project report examines the impact of lifestyle habits on health, covering aspects such as physical, mental, and emotional well-being. It relies on data from health studies and discusses habits related to diet, exercise, sleep, stress management, and substance use. Poor habits can lead to diseases like heart problems, diabetes, obesity, and cancer, while good habits promote longevity and better quality of life. The report outlines its information collection method via a questionnaire and provides an example.

KEYWORDS: *Lifestyle Habits, Mental Health, Emotional Health, Wellness*

Background

India faces critical challenges regarding non-communicable diseases and mental health, especially among youth. MBA programs, traditionally focused on finance and strategy, need to integrate lifestyle and health education. Factors such as diet, exercise, and stress management significantly affect health and productivity. MBA students often experience high pressure, leading to burnout and poor leadership. Establishing "self-sustaining Wellness Research Centres" in MBA programs is proposed to promote lifestyle education and research to prevent these diseases, ultimately fostering healthier students and enhancing academic and public health outcomes.

Need

According to the World Health Organization, 60% of health and quality of life are

determined by lifestyle choices. Young professionals and students are increasingly adopting unhealthy habits, such as consuming junk food and misusing substances, often exacerbated by smartphone dependency and urban stress. While some universities like IITs and IIMs have initiated mental health programs, many MBA programs lack sustainable research centers focused on promoting healthy lifestyles. The study proposes establishing lifestyle health centers that could also be financially viable, aligning with UN health goals and UGC wellness guidelines.

Problem Statement

Indian MBA students and young professionals face health challenges from sedentary lifestyles, poor diets, high stress, inadequate sleep, and excessive screen time, leading to diabetes, hypertension, obesity, and mental health issues. Many are not

utilizing available health resources, highlighting a gap in educational institutions' focus on health for effective leadership. Addressing these health concerns is crucial for fostering robust leadership and securing a healthier future for India.

Objectives

- Evaluating how lifestyle health education can drive thought leadership in Indian MBA institutions.
- Designing a framework for self-sustaining Wellness Research Centres integrating research, education, and revenue.
- Analysing benefits such as student well-being, research output, branding, and policy influence from these centres.
- Identifying strategies to scale lifestyle health modules within MBA curricula.

Scope

The study examines MBA institutions in India, focusing on students' health and lifestyle factors, such as diet, exercise, sleep, stress management, social interactions, and screen time. Additionally, it reviews existing literature and creates wellness models, citing successful examples from institutions like IITs and IIMs. The project aims to provide a framework for MBA programs to enhance their focus on wellness.

Review of Literature

- "Education & Curriculum Integration". This means that students have to learn about things like food, exercise, sleep, stress and taking breaks from technology.
- "Research & Innovation". This is where the Wellness Research Centre does studies to help prevent diseases that're not infectious, like heart disease and diabetes among business students.
- "Community & Corporate Outreach". The Wellness Research Centre teaches people in the community and in

companies about health and wellness. Also help companies with their health and wellness programs, which brings in money.

- The Wellness Research Centre is funded through student fees, partnerships, government grants like those from the Ayushman Bharat program, donations, and research project financing. Research indicates that a combination of a healthy diet, exercise, and sleep can prevent 60–80% of chronic diseases, while chronic stress has similar detrimental effects as smoking or obesity.
- *Joshi, S. S., & Bapat, S. (2025)*. Trust is essential in today's business environment, influencing employee relationships and organizational commitment. HR must model these values and train managers in emotional intelligence, creating support systems that reinforce trust.
- Sleep Patterns and Mood Disorders in College Students by Bapat and Joshi (2025) highlights that the study finds a moderate correlation between psychological distress and poor sleep quality, influenced by factors like evening chronotype and social jet lag.
- *Joshi, S. S., & Shedge, M. (2022)*. Companies can boost productivity by promoting wellness practices, including health culture, wellness seminars, and support networks. Engaging employees through achievable goals and family participation is essential.

Review of Previous Studies

Indian MBA students face rising lifestyle-related physical and mental health issues due to stress, inactivity, poor habits, and excessive screen time. Wellness Research Centres can integrate health education, improve student well-being, strengthen leadership development, enhance institutional reputation, and contribute to healthier societal outcomes in India.

Research Gap

The paper highlights the lack of sustainable Wellness Research Centres in Indian MBA institutions and proposes integrating lifestyle education and health research into MBA curricula to build scalable, self-sustaining thought leadership frameworks.

Hypothesis

H1: Adoption of healthy lifestyle habits (balanced diet, regular exercise, adequate sleep, limited screen time) is positively associated with higher self-rated physical and mental health among MBA students and young professionals.

H2: Lack of time is the primary barrier to healthy habits, and urban MBA respondents will show high screen time and sedentary behaviour, leading to sleep disturbances and chronic conditions.

H3: Social connections and cognitive activities act as protective factors for mental health, while smoking, alcohol and excessive screen time act as risk factors.

H4: When lifestyle health education is institutionalised through self-sustaining Wellness Research Centres in Indian MBA institutions, it will act as a catalyst for thought leadership by generating continuous data, interventions and measurable habit improvement.

RESEARCH METHODOLOGY

Design

In this study, an exploratory design was employed using a survey method to gather information for the MBA Wellness Research Centres. This additional data collection aims to provide insights for the project.

Sampling

The research targeted MBA students and young alumni in India, aged 18 to 45, by

distributing an online survey via Google Forms within MBA networks. It garnered 51 responses, which, while limited, represents a positive initial engagement with the intended demographic.

Data Collection

We created a simple 24-question questionnaire covering topics such as participants' identities, diet, exercise habits, sleep patterns, social interactions, substance use, screen time, perceptions of health, obstacles to wellness, and motivations for maintaining health.

Data Analysis

We used Excel to look at the information we collected. We just looked at the basics like how many people said what. We also looked at how some of the answers were related to each other by comparing the percentages. We did not use any statistics because we did not have enough responses.

Limitations

- The study relies on existing data and literature, omitting institutional surveys, and is limited to urban business schools, overlooking the difficulties of smaller and rural colleges.
- Respondents may exhibit social desirability bias affecting the truthfulness of their accounts.
- Additionally, the research is time-constrained, indicating the need for longitudinal studies for a complete understanding of impact, while not evaluating or testing the proposed ideas, focusing instead on education and policy.

DATA ANALYSIS

Demographic Profile

We got responses from 51 people. 37% are under 25 years old students, 57% have a job,

84% live in cities. The number of males and females is almost equal with 55% being female. This group is a representation of MBA students on campus. So, our research on wellness centres is relevant to them.

Lifestyle Habits Analysis

The findings indicate that many MBA students in urban areas follow unhealthy lifestyle patterns, including inconsistent healthy eating, inadequate exercise, sleep difficulties, and excessive screen time causing eye strain and sleep issues. Although yoga and cardio are popular activities, overall physical inactivity remains a concern. The unusually high smoking percentage may require further investigation. These trends highlight the urgent need for wellness centres in MBA institutions to encourage healthier habits, improve physical and mental well-being, and reduce lifestyle-related health risks among students.

Health Outcomes and Barriers

How do they rate their health? Health: 55% say it is excellent or good, Mental health: 57% say it is good but 34% say it is poor or fair. What stops them from being healthy? 71% say they do not have time 22% say they lack motivation

What motivates them?

41% want energy, 31% want to reduce stress. *What does it all mean?* People think they are healthier than they actually are. They want to be healthy but need a push. Our centres can help by teaching them healthy habits and tracking their progress.

Hypothesis Testing

Using percentage analysis and descriptive statistics on the primary data (N=51), the hypotheses were tested through cross-comparison of percentages and pattern matching.

Table 1: Hypothesis Testing

Hypothesis	Status	Key Supporting Data	Interpretation
H1	Supported	92% healthy diet + 74% exercise, but only 84% physical & 67% mental health rated good	Close the 16% gap through structured tracking
H2	Supported	71% lack of time + 49% >4 hrs screen + 33% prolonged sitting	Run micro-habit & screen-time interventions
H3	Supported	75% cognitive activities + 59% daily interactions support 67% good mental health	Scale "Wellness Buddy" & brain-health modules
H4	Supported	Clear gaps in exercise, sitting & time barrier; 51 responses as baseline	Generate ongoing data for thought leadership

Interpretation

- Many reporting healthy eating and exercise, but discrepancies exist between self-assessment and actual health.
- Urban lifestyles negatively impact health, with notable time constraints for healthy activities and high screen time, emphasizing the need for initiatives to promote wellness practices.

- Activities that enhance cognitive health and social interaction are crucial for mental well-being, suggesting the implementation of programs like a "Wellness Buddy" system.
- Wellness Research Centres can provide tailored insights to address the specific health needs of individuals, ultimately improving community wellness.

SUMMARY / CONCLUSIONS / SUGGESTIONS

Findings

The study reveals concerning health patterns among Urban MBA students, including poor diet, lack of exercise, inadequate sleep, and excessive screen time despite positive self-perceptions of health. Strong student interest in wellness education highlights the need for MBA institutions to introduce wellness centres, lifestyle education, yoga, fitness activities, and structured health initiatives. With active social engagement among students, business schools have significant potential to promote healthier lifestyles, improve mental well-being, and encourage long-term behavioral change through campus wellness programs.

Suggestions / Recommendation

Establishing Wellness Research Centres, integrating lifestyle health modules in MBA programs, creating wellness-based revenue streams, organizing leadership summits, partnering with healthcare institutions, promoting digital wellness initiatives, and conducting annual student lifestyle audits to strengthen holistic management education and student well-being.

Managerial Implications For deans and administrators:

Investing in wellness enhances placements, alumni engagement, mental health, and revenue generation while positioning

institutions as leaders in holistic education and supporting NEP 2020 implementation.

Conclusion

Integrating lifestyle and health education in Indian business schools through Wellness Research Centres enhances student well-being, research, institutional reputation, and financial growth while developing compassionate leaders and creating long-term societal and public health impact.

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