

INDEX

Navigating the Digital Wallet Landscape: A Study of Youth E-wallet Migration Patterns K. Kajol, Jayshree Bhattacharjee, Lata Kumari Pandey, Ranjit Singh	1
Bibliometric Insights: Integrating Human Resources and Technology for Sustainable Pathways Rupali Arora, Vartika Bisht	16
Digital Banking Service Quality and Customer Satisfaction: An Empirical Assessment Umar Amin, Dr. Sarita Agrawal	27
A Bibliometric Analysis of Research papers related to Digital Health Nikesh Kurhade, Dr. Nirmala Joshi	36
Empowering Indian E-Commerce through ONDC: A Study on Competitive Dynamics and Sustainable Development Goals Prof. Ashwani Mahajan, Prof. Phool Chand, Annu Kumari	47
A Study of Financial Performance Appraisal of Public Sector Banks Using CAMELS Model Dr. R. K. Tailor, Dr. Nidhi Sharma	57
Entrepreneurship, Innovation Capabilities, and External Cooperation: A Study on Technological Innovation Performance of Venture Firms in Jiangsu, China Oswin Aganda Anaba, Ma Zhiqiang, Benjamin Azembila Asunka, Leticia Amana, Benjamin Adongo	63
Exploring the Impact of AI in Training and Development: An Analysis Using the UTAUT Model Among IT Professionals K. Sucharita, Dr. N. Roopalatha	82
Conceptualization of Public Management by Realizing the Social Potential of Authority, Business, Community in the Conditions of Digitalization Iryna Kolosovska, Olha Rudenko, Dmytro Sykaliuk, Oleksandr Stasiuk, Ivan Kutsii	93
Consumer Behavior and Sustainable Consumption: Understanding the Factors Influencing Eco-Friendly Purchasing Decisions in the Age of Climate Change Dr. Jalaja Enamala, Dr. Radha Raghuramapatrani, Dr. Sanatan Tiwari, Dr S. Venkata Ramana, Dr Archana Ravindra Salve	103
Analyzing Consumer Behavior in Fresh Supermarkets using Association Rules, Self-Organizing Maps, and RFM Model Nai-Chieh Wei, An-Yu Guo, Cheng-Jing Li	116
Determinants of Users' Satisfaction with Ethio-Telecom's Wireless Internet Service in Hawassa, Ethiopia Desalew Demissie, Jayprakash Lamoria	123
Shifting Sands: An Exploration of Consumer Behavior in the Transition from Fairness to Wellbeing in the Indian Cosmetics Market Dr Neerupa C, Dr Naveen Kumar R, Dr Nidhi Raj Gupta, Dr Ramadevi V	133
A Comprehensive Guide to PLS-SEM Reflective Measurement Model: A Hands-On Approach to Adapting the Hospitality Resilience Scale Anshika Sharma, Parul Bhati, Anjani Kothari	151
Economic Update (Global & India)	162