



C
O
N
T
E
N
T
S

1. Message from Editor Desk	1
– Subodh Kesharwani	
2. Message from Associate Handling Editors	6
– Shailza, Jyoti & Sonakshi	
3. Assistant Handling Editors	8
– Deeksha & Kanishk	
Empirical Research Papers	
4. The Impact of Social Media Technology on Manipulative Marketing Potential	9
– Vinita Sharma and Tanu Manocha	
5. COVID-19 and Its Impact on Financial Performance of Indian Small-Scale Manufacturer	18
– Pankaj Kumar Tripathi, M. S. Khan and Suhel Ahmad	
6. Application of Internet of Things: An Overview	25
– Madhulika P. Sarkar and Shailza	
Case Based Study	
7. Disguised Force behind Israeli Jew’s travel to India - Their closed knitted community’s instinct	31
– Arvind Kumar Dubey and Vidyanath Mishra	
Review of Literature	
8. Consumer Ethics: A Bibliometric Analysis	41
– Manpreet Kaur, Kamna Virmani and Manjot Kaur Shah	
9. Biographical Note	50
– Prof. Namrata Agrawal	