	1. Message from Chief Editor Desk – Subodh Kesharwani	I
	2. Message from Managing Editor – Jyoti	3
	3. Message from Associate Handling Editors – Shailza, Kanishk & Sonakshi	4
S	4. Assistant Handling Editors – Himani & Parveen	6
\vdash	Empirical Research Papers	
Z	 5. Enhancing Tourist Satisfaction through Smart Tourism Technologies: Insights from Diverse Regions of India – Ruchi Gautam, Prince Sharma and Sam Sajan 	7
	Theme Based Paper	
田	6. Data Cleaning: Paving a Way for Accurate and Clean Data – Laxmi Ahuja, Bhoomika Singh and Rajbala Simon	18
\vdash	 7. Impact of Social Conformity on Organisational Silence: A Conceptual Model - Madhulika. P. Sarkar and Deepika 	26
	Case Based Study	
	8. Holistic Well-being of Employee:	
0	A way out for Sustainable Development in the BANI World - Seep Sethi	35
	View Point	
O	 9. Can We See Electric Vehicles as A Solution towards Sustainability? – Divya Sharma, Kalpana Kataria and Harikishni Nain 	42
	10. Issues & Challenges in adoption of Electric Vehicles in India: An Empirical study using Data Analytics – Namrata Agrawal and Prakhar Bisht	48



Review of Literature	
11. A Bibliometric Analysis: Minimalism only Gateway to Achieve Sustainability and Happiness – Kalpana Kataria, Harikishni Nain and Anil Kumar	57
12. Green Marketing: A Bibliometric Analysis – K Ashwini and M. S. Senam Raju	70
13. The Era of Social Media Influencers: A Bibliometric Review – Shailza and Madhulika P. Sarkar	78
14. A Bibliometric Analysis of Emotional Advertisement	88



15. Social Media Marketing: A Bibliometric Analysis

- Sonakshi Jaiswal and M. S. Senam Raju

- Syeda Zehra & Subodh Kesharwani

98