

1. From the Desk of the Editor-in-Chief	i
– Subodh Kesharwani	
2. Message from Managing Editor	1
– Jyoti, Shailza, Sonakshi Jaiswal & Kanishk Koushik	
3. Message from Associate Handling Editors	5
– Parveen & Himani Choudhery	
4. Assistant Handling Editors	6
– Ritu	
Empirical Research Papers	
5. Consumer Preferences in Indian E-Commerce: Implications for Advertisers	7
– Padmini Jain	
6. A Study on Investor’s Attitude and Preference towards Mutual Fund Investments with Reference to Tuticorin City	16
– Karuppasamy Ramanathan, Geetha. M and Chalce Dony E	
Theme Based Paper	
7. Beyond the Surface: Deep Dive into Fraud Detection Technologies and Strategies for Robust Application Security	24
–Rajbala Simon, Laxmi Ahuja, Puja Chauhan and Uday Munshani	
8. Monetary Transmission Mechanism and the Role of Transmission Channels	32
– K Sucharita Khuntia	
View Point	
9. Decoding AI’s Impact on the Workforce: A Comprehensive Analysis of Opportunities, Challenges, and Strategic Adaptations in Job Markets	40
– Puja Chauhan, Rajesh Kumar Yadav and Ria Simon	
10. Sentiment Analysis Unveiled: Comparative Insights into Machine Learning Techniques Optimized by PSO and ACO	48
– Laxmi Ahuja, Rajbala Simon and Zia Kalra	

Review of Literature

- 11. Exploring the Dynamics of Cause-Related Marketing: Insights from Literature** 55
– Kanishk Koushik and Madhulika P. Sarkar
- 12. Brand Preferences Insights: A Literature Review on Foreign and Domestic Brand Appeal** 63
– Sakshi and Nawal Kishor
- 13. Unveiling Trends and Insights: A Bibliometric Analysis of AI in Human Resource Management** 70
– Stutty Srivastava
- 14. The Role of AR and VR in Shaping E-Commerce: A Literature Review** 83
– Himani Choudhery and Subodh Kesharwani
- 15. Robo-Advisors: Automated Algorithm-Driven Wealth Management Services - A Literature Review** 91
– Parveen, Subodh Kesharwani, Aditya Prakash and J. D. Gangwar
- 16. Global Adoption and Impact of Over-the-Top Streaming Services: A Literature Review** 100
– Ritu and Madhulika P. Sarkar

Research Thought

- 17. A Bibliometric Analysis of the Usage of ‘Meta-UTAUT’: An Emerging IS/IT Acceptance Theory** 108
– Anchal Gulia and Leena Singh

