

CONTENTS

1. Message from Editor Desk	1
– Subodh Kesharwani	
2. Message from Associate Handling Editor	6
– Shailza, Jyoti & Sonakshi	
3. Assistant Handling Editors	8
– Deeksha & Kanishk	
Empirical Research Papers	
4. SEL Infused Digital Citizenship and Cyber Ethics - Addressing Risks and Understanding Responsibilities	9
– Gunjan Tomar and Vineeta Garg	
Theme Based Paper	
5. Customer Centric Blockchain Phenomenon in Global Perspective	27
– Jyoti, Subodh Kesharwani, Ramesh Yadav and Deeksha Sethi	
6. Application of Blockchain in Supply Chain Management: A Review	34
– Gunjan Marwah and Anurag Saxena	
Case Based Study	
7. Search Engine Optimization and its Implications in the Internet Marketing	45
– Laxmi Ahuja, Rajbala Simon and Anurag Kaushik	
View Point	
8. Pragmatic Study of Air pollution, Covid-19 and its impact on GDP in Indian Context using Data Analytics	51
– Namrata Agrawal	