

Contents

Articles

Role of UPI Application Usage and Mitigation of Payment Transaction Frauds: An Empirical Study <i>B. Franklin Edburg, K. Umadevi, M. Vidya and P. M. Ramesh Kumar</i>	7
Impact of Digital Marketing on Micro, Small, and Medium Enterprises (MSMEs) <i>Pankaj Sareen and Pallvi Rani</i>	23
Review of Regulatory Mechanism on Crypto Income <i>G. V. Satya Sekhar</i>	37
Tax Administration Reform: End of Tax Disputes in India? <i>Rajat Deb</i>	46
Technology Revolution along with Sustainability: A Pathway for Growth <i>P. Deepana and U. Vani</i>	61
An Analysis of the Use of Cryptocurrency in Chennai City, Based on the Perception of Its Technology, Awareness, and Use <i>Devayani K S and G. Kalpana</i>	70
Investigating the Impact of Fintech on Money Supply: A Case of the Indian Economy <i>Nisha Raza and Nisar Ahmad Khan</i>	83