

Table of Contents

Editorial	<i>v</i>
Notice of Retraction	<i>xiii</i>
Articles	
Impact of the Covid-19 Pandemic on the Indian Retail Banking Sector <i>Avil Saldanha and Kevin Nitin</i>	1
Psycho-Take Corona and Fear Appeal: Psycho-Insights <i>Alok Kumar and Pramod Pathak</i>	17
Influence of Globalization on Online Business: A conceptual study with reference to Amazon and Alibaba e-commerce site <i>Veto Dey and Glen Francis</i>	25
COVID-19 Outbreak: Activating Congruous Internal Marketing Communication Strategies <i>Mukta Goyal and Abhishek Srivastava</i>	35
Supply Chain Practices - OLA Cabs Users' Perception <i>Anitha Nallasivam and C Selvaraj</i>	59
Impact of the Covid-19 Pandemic Outbreak on Panic Buying Behavior in the FMCG Sector <i>Vesheshta Thakur and Prabha Kiran</i>	71

