

A Century in Motion: Technology and Knowledge in the First Quarter of the 21st Century

Sachin Gupta

Department of Economics, Vivekananda Institute of Professional Studies-TC, Delhi, India

Year 2025, the last year of the Q1 21st Century has witnessed humongous development across the dimensions. Particularly, human development involves various ingredients more than the previous millennium, such as technology at our service, evolution in the way of communication, perceiving globalization as a single entity, and more.

The Journal envisions to contribute in building future values with evidence-based studies for readers to access and build upon more studies. We bring the first issue of current year starting with an study on Understanding Advertisements: Forming awareness towards accomplishing SDGs, study defining role of mobile in Digital Marketing, impending impediments of International Pandemic Treaties: A Stalemate to Combat Global Health Emergencies, along with a literary insight in terms of Navigating the Self and the Mother-Child relationship in Nadia Hashimi's *When the Moon is Low*

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Correspondence

Sachin Gupta
sachin.gupta@vips.
edu

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The issue concludes with an interesting book review on *Khushiyon ki Patrakarita* by Kumar Kaustubh.

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