Contents

International Journal of Applied Science and Engineering Vol. 11, No. 02, December 2023

The Impact of Digital Marketing on Consumer Behavior: A Comprehensive Review Purnendu Basu and Manas Naskar	99
An Analytical Study of Traditional and Digital Marketing as a Reference to the Milk Mantra of Odisha <i>Udaya Sankar Patro, Tapaswini Panda and Saumendra Das</i> Implementing Blended Learning at the HSC Level to Reduce Educational Barriers, Socio-economic Inequality and Enhance Student Success <i>Mahmuda Begum, Prosannajid Sarkar, Pervez, A.H.M.S., Md Ruhul Amin Pramanik, Mst Nasima Ferdous and Md. Saiful Islam</i>	109
	125
P.K. Paul, Mustafa Kayyali, Rajibul Hossain and Ricardo Saavedra	
The Socio-economy of Surveillance Capitalism in the Context of User Cognition and Psychology	157
Tobev Gross	