

From the Desk of the Editor-in-Chief



Dear Esteemed Readers,

It gives me immense pleasure to welcome you to Volume 17, Issue 3 of the Global Journal of Enterprise Information Systems (GJEIS). With each issue, we strive to bring forth a scholarly collection of research that not only captures current discourse but also anticipates future developments across the fields of management, technology, public policy, and innovation.

This issue carries forward our legacy of intellectual inquiry through a thoughtful curation of empirical, thematic, view point, case-based study, review of literature, research thoughts, student research initiative. The articles span a wide range of pressing and emerging concerns, consumer behavior on green products, risk perception in mutual fund investments, and digital finance reflect the evolving landscape of financial awareness and digital adoption in India. Meanwhile, the discussion on climate change and its agricultural impact in Rajasthan addresses the critical interplay between environment and livelihood.

We are pleased to present sector-specific insights such as long-term industry-wise trends of mergers and acquisitions in India, and a case study on the National Recruitment Agency which investigates structural stagnation in government hiring. Another compelling inclusion is a study on AI-powered wellness applications, particularly highlighting the “Disha” app, alongside an exploration of behavioural finance and investment decision-making during the COVID-19 crisis, offering timely and reflective perspectives.

Further, papers like the literature review on lean and just-in-time supply chain practices, and a conceptual analysis of fundraising channel efficacy, add managerial and strategic depth to the issue. Tourism scholars will find valuable reflections in the paper on India’s tourism policy framework—an important contribution to sustainability literature.

As with all issues of GJEIS, each article has undergone a rigorous double-blind peer review process to ensure academic integrity and relevance. The insights offered in this edition cater to researchers, educators, practitioners, and policy architects alike.

I express deep appreciation to the authors for their valuable contributions, to our reviewers for their scholarly rigor, and to the editorial team for their persistent efforts. Special thanks to KARAM Society and Scholastic Seed Inc. for their unwavering support in nurturing this academic endeavor.

I trust that this issue will not only provoke thought but also contribute meaningfully to ongoing conversations and developments in enterprise systems, public policy, and digital transformation. Thank you for being a part of this journey.

Warm regards

Prof. Subodh Kesharwani
Editor-in-Chief, Since 2009

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