

## Message from Associate Handling Editor

“GJEIS as the name suggests, aims to offer a “Global” forum not only to researchers but also to the academicians and industry experts from diverging fields to showcase their contributions. It has always been demonstrating its excellence in publication of research works on dynamic and pioneering subjects. Being a multi-disciplinary journal, it considers research submissions in various categories including empirical and analytical studies, conceptual/theoretical papers, theme based paper, review based paper and case based studies, etc.

This 2<sup>nd</sup> issue of 13<sup>th</sup> volume is bringing many vibrant and interesting topics. Readers will get to read about Use of Interactive social networking sites, Community Engagement framework in management of pandemic, learning concerns of children with disabilities using online learning during COVID, Changing dynamics of brand loyalty and others.

I would like to thank the entire editorial team of the journal including all the reviewers and authors for making this issue a reality. I find myself privileged to work with GJEIS and enthusiastic for turning into an Associate Handling Editor for this issue. I specially thank Dr. Subodh Kesharwani, the Chief Editor of GJEIS for laying the roadmap to the journal and guiding us all the way. We promise to bring more marvelous issues having innovative themes in the future.”



**Ms. Shailza** is currently pursuing her Doctoral Research from School of Management Studies (IGNOU), New Delhi. She specializes in Marketing and has recently completed her M.Phil in Commerce from IGNOU on “The Adoption of Digital Payment System: A study of Delhi NCR”. She has done her B.Com (Hons) from Vivekananda College and M.Com from Delhi School of Economics, University of Delhi and qualified UGC-NET JRF thrice. She has been a part of various Seminars, Paper Presentations, Faculty Development Programme and National and International Conferences. She has presented and published few papers on Digital Payments, IoT, Blockchain, Mobile banking, etc. She is a hardcore believer to work on her own initiative and also as a part of team. She excels in her analytical skills with a global outlook and foresightedness which is the need of hour. She believes “The three great essentials to achieve anything worthwhile are: Hard work, stick-to-itiveness, and common sense.”

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### Welcome to Global Journal of Enterprise Information System (GJEIS)

“Hope you all are doing good and are safe during this pandemic.

We are pleased to inform you that GJEIS has come with the 2<sup>nd</sup> issue of 13<sup>th</sup> volume beating against all odds. We are thankful to all the authors for flooding our mailbox with huge number of articles and showing your continuous faith in us. With the excellent efforts of our team we have been able to bring the finest articles for our readers. I take this opportunity to thank Dr. Subodh Kesharwani for giving me the opportunity to be part of this prestigious journal as an Associate Editor.

I am confident that we are gearing up to creating global awareness and reaching out to our global audiences. On behalf of the editorial team, I would like to express my gratitude to everyone who has rendered their kind support and assistance towards making this issue a reality. I look forward to your continued support in the future.”

**Ms. Sonakshi Jaiswal** is an Assistant Professor, Department of Commerce, Nizam College, Hyderabad. She specializes in the area of Marketing and Finance. Her areas of interest are Finance and Marketing. She has been teaching Taxation, Corporate Accounts, Business Organization and Management, Business Statistics, Banking, E-commerce and Information Technology. She is pursuing her Doctoral Degree from Indira Gandhi National Open University, New Delhi with Marketing as her specialization. She completed her Masters of Commerce with Distinction Marks and secured 10<sup>th</sup> rank in Osmania University, Hyderabad. She has also done Masters in Business Administration with Distinction from Osmania University, Hyderabad. She has completed Bachelors of Commerce (e-commerce) from Nizam College and held 1<sup>st</sup> rank. She has qualified Telangana State Eligibility Test (SET) conducted by the state government and also qualified National Eligibility Test (NET) conducted by UGC, New Delhi in 2017. She has, to her credit, many articles published in various national and international journals. She has presented papers on various topics in Marketing in different academic forums and seminars. She has attended and worked with the organizers of various Faculty Development Programmes, Seminars, Workshops and Presented papers in many conferences. She is a member of Telangana Commerce Association (TCA). She is a zealous learner exploring various sources to expand her knowledge base.



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**Happy Reading ...!!!**

“ GJEIS is a multidisciplinary journal attracting academicians, researchers, industry experts all across the globe and providing them a platform to share their ideas, knowledge on various emergent themes. It promotes knowledge and experience sharing and encourages a cross-functional research in diverse areas. GJEIS is acceptable to harvest views and suggestions given by its eminent authors and editorial board members to enhance and maintain the quality. GJEIS follows the double-blind peer review methods to ensure the quality and fair policy of publication.

Working with the core team of GJEIS has always been a wonderful learning. Our team follows different processes, which encourages accuracy and clarity of research paper and including the technical editing if required.

I am privileged for turning into an Associate Handling Editor for the Volume 13, Issue 2. I am thankful to all the authors for contributing to the current issue and specially to the Chief Editor Dr. Subodh Kesharwani, who never fails to amaze and inspire everyone around with his innovativeness and determination for the work.

I encourage all our readers to consider submitting to the journal. We promise to come up with the more innovative themes & remarkable tracks in the forthcoming issues. ”

**Ms. Jyoti** is currently pursuing her Doctoral Research study in Marketing Management from SOMS (IGNOU), New Delhi. She has done her B.Com (H) from Shri Ram College of Commerce (University of Delhi), M.com from Hansraj College (University of Delhi) and qualified UGC- NET JRF in Commerce. She has been a part of various Seminars, Paper Presentations, Faculty Development Programmes and National and International Conferences. She has published few papers related to theme of Cyber Security, IoT, Blockchain, Relationship Marketing, Digital Payments, E-services etc. in reputed journals. She is an enthusiastic learner who believes in maintaining and maximizing the quality of life by implementing her skills, and experience gained through education, hard work and dedication.



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