

## Message from Associate Handling Editor

“ GJEIS is back with another alluring and enthralling issue. A very warm welcome to the readers. We make sure to serve studies with different nomenclature including empirical and analytical studies, conceptual/theoretical studies, theme-based paper, review-based paper and case-based studies, etc.

Through this issue, the readers can enhance their knowledge by reading excellent manuscripts on topics like Tourism satisfaction through smart tourism technologies, Influencer Marketing, Data cleaning, Social conformity on Organisational Silence, Holistic wellbeing, and others.

GJEIS is known for its brilliance and supremacy. Only papers that match the requirements of the journal are accepted for publication after they have undergone a double-blind review procedure. The dynamic articles published under GJEIS have consistently demonstrated its quality as a platform for the exchange of ideas on a global scale. It has consistently demonstrated its excellence in advancing and enhancing theory as well as research and welcomes and appreciates the contributions of academics, academicians, and industry specialists from all fields.

Working with GJEIS has consistently been a wonderful learning experience, and I am honored and delighted to be elevated to Associate Editor for the first issue of the 16th Volume. I would like to take this opportunity to show my gratitude to our authors, editors, and anonymous reviewers who have all contributed their time to help the journal succeed. And most importantly to Prof. Subodh Kesharwani, the Editor-In-Chief of GJEIS for being the dedicated architect and smooth functionality of the journal! ”



**Ms. Shailza** is an Assistant Professor at Don Bosco Institute of Technology, GGSIPU and currently pursuing her Doctoral Research from School of Management Studies (IGNOU), New Delhi. She specializes in Marketing and has 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 Influencer Marketing, 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 “A dream does not become reality through magic; it takes sweat, determination and hard work.”

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“ Dear Readers, It is my privilege as the Associate Editor of the Global Journal of Enterprise Information Systems (GJEIS) to welcome you to the 16th volume, 1st issue of our esteemed publication. In this issue, we continue our commitment to rigorous scholarship and academic excellence by presenting a curated selection of research papers that delve into the dynamic landscape of this esteemed journal.

Our journal adheres to a meticulous screening process, ensuring that only the most insightful and impactful contributions make their way to publication. This edition showcases a range of timely and pertinent topics, including emotional advertising, green marketing, social media advertising, and influencer marketing. As these areas continue to evolve in response to technological advancements and shifting consumer behaviors, it is imperative for researchers and practitioners alike to stay abreast of the latest developments and insights.

Furthermore, in line with our dedication to scholarly integrity, all submissions undergo a double-blind peer-review process, maintaining the highest standards of objectivity and impartiality. This ensures that the published papers not only contribute to the existing body of knowledge but also withstand rigorous scrutiny and critique. I extend sincere appreciation to our authors for their invaluable contributions, and to our diligent reviewers for their meticulous evaluation and constructive feedback. Furthermore, I am deeply thankful to our Editor-in-Chief, Professor Subodh Kesharwani, and Managing Editor, Ms. Jyoti, whose continuous commitment and dedication were instrumental in bringing this issue to fruition. Their collaborative efforts have significantly enriched this publication and elevated the scholarly discourse within the field of enterprise information systems.

As you peruse the pages of this journal, I encourage you to engage critically with the research presented herein and to consider its implications for theory, practice, and future research directions. It is my sincere hope that this edition of GJEIS serves as a catalyst for further inquiry and innovation in this ever-evolving domain. Thank you for your continued support and readership. Together, let us embark on a journey of exploration and discovery in the realm of enterprise information systems. Warm regards! ”

**Kanishk Koushik**, currently a full-time PhD Research Scholar at IGNOU, New Delhi, holds a B.Com (Hons) from the University of Delhi and an M.Com from IGNOU. Additionally, he has attained certification in financial planning from the Financial Planning Standards Board. His research interests encompass Cause-Related Marketing, Corporate Social Responsibility, Spirituality and Purchase Intention, and Consumer Behaviour. Notably, he is UGC NET/JRF qualified in Commerce and has authored several papers on Cause-Related Marketing. He has also presented his research at various conferences. Embracing Colin Powell's philosophy, he believes that “Success is the result of perfection, hard work, learning from failure, loyalty, and persistence.”

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Dear Esteemed Readers,

“ On behalf of the editorial team, I extend a hearty welcome to you all to the Global Journal of Enterprise Information System (GJEIS) Volume 16, Issue 1. As the Associate Editor of this multidisciplinary journal, it is a privilege to address our diverse community of readers, researchers, and enthusiasts.

GJEIS stands as a beacon of collaboration, where the boundaries between disciplines blur and innovative ideas flourish. Our journal embraces the rich tapestry of knowledge from various fields, uniting with diverse disciplines such as engineering, social sciences, economics, and beyond. It is within this interdisciplinary space that we find solutions to the complex challenges around us.

I invite you to immerse yourselves in the wealth of content that GJEIS offers, ranging from original research articles to insightful reviews and thought-provoking commentaries. Each contribution reflects the shared commitment of our contributors to advancing understanding and fostering a realm of knowledge for benefit of both present and future generations.

Furthermore, I encourage active engagement with our journal, whether through reading, submitting manuscripts, or participating in discussions. Your involvement strengthens the fabric of our multidisciplinary community, driving innovation and propelling us towards a more resilient and harmonious relationship.

I take this opportunity to express my sincere appreciation to our dynamic Editor-In-Chief, Prof. Subodh Kesharwani for steering GJEIS towards its excellence. His commitment to fostering a culture of innovation and collaboration has been truly inspiring. His vision and guidance have undoubtedly propelled our journal to new heights, and I am honored to be a part of such a dynamic. I look forward to our continued collaboration in advancing the mission of GJEIS.

Thank you to all the authors, reviewers, editors and the entire team for choosing to be a part of the GJEIS journey. Together, let us harness the power of this collaboration and get started for the year 2024 as Mark Twain rightly said, “The secret of getting ahead is getting started.” ”

**Mrs. 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 10th 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 1st 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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