

Message from Assistant Handling Editor

“ Respected Readers, I am honoured to introduce the 16th volume, inaugural issue of the Global Journal of Enterprise Information Systems (GJEIS) in my capacity as the Assistant Handling Editor of this prestigious publication. This edition maintains our dedication to scholarly integrity and distinction by showcasing a meticulously curated assortment of research papers encompassing diverse subjects such as influencer marketing, green marketing, emotional advertising, data cleansing, organisational silence, holistic wellbeing, and tourism satisfaction via smart technologies. By undergoing a rigorous double-blind peer-review process, we guarantee the publication of only the most profound and influential contributions, thereby upholding the utmost principles of objectivity and impartiality.

GJEIS functions as a forum for interdisciplinary cooperation, facilitating the integration of expertise from diverse disciplines in order to tackle intricate problems. We extend an invitation to peruse the varied content contained within this issue, which exemplifies our commitment to promoting knowledge and cultivating original thought.

Sincere appreciation is extended to the editors, authors, and reviewers for their invaluable contributions. Significant gratitude is extended to our Editor-in-Chief, Professor Subodh Kesharwani, and Managing Editor, Ms. Jyoti, for their assiduity and diligence in facilitating the publication of this issue. Your continued readership and support are greatly appreciated. As a collective, we shall commence an expedition of inquiry and revelation concerning enterprise information systems.”

Warm Regards!

Himani Choudhery has done her B.Com from the University of Delhi and M.Com from IGNOU. She is currently a full-time PhD Research Scholar at IGNOU in New Delhi. She likes to study things like brand management, content marketing, digital marketing, and how people behave as consumers. In particular, she has a UGC-JRF qualification in commerce. Adopting Aristotle's ideas, she believes, "It is just that we should be grateful, not only to those with whose views we may agree, but also to those who have expressed more superficial views; for these also contributed something, by developing before us the powers of thought".

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To My Respected Readers,

“ As Assistant Handling Editor of the Global Journal of Enterprise Information Systems (GJEIS), it is an honour for me to welcome you to the 16th volume, 1st issue of our respected journal. This issue has a carefully chosen group of research papers that cover a wide range of topics, including emotional advertising, green marketing, social media advertising, influencer marketing, tourist satisfaction through smart technologies, data cleaning, organisational silence, and overall wellbeing.

Our strict double-blind peer-review method makes sure that only the most important and thought-provoking contributions are published, while upholding the highest standards of fairness and objectivity. Interdisciplinary teamwork is very important to GJEIS because it brings together experts from different fields to solve difficult problems. Please explore the rich content in this issue, which demonstrates our commitment to advancing knowledge and fostering new ideas.

Thank you very much to our authors, reviewers, and editors for their invaluable efforts. We want to thank Professor Subodh Kesharwani, who is Editor-in-Chief, and Ms. Jyoti, who is Managing Editor, for all of their hard work and commitment.

Thank you for reading and continuing to help us. Let's take a trip together to learn more about business information systems and everything they can do.”

Warm Regards!



Parveen, a full-time PhD Research Scholar at IGNOU, New Delhi, holds a B.Com and M.Com from Maharshi Dayanand University, Rohtak. His research interests span the fields of Finance, Taxation, and Artificial Intelligence. He recently presented a case study titled 'NVIDIA: A Game Changer in Artificial Intelligence' at the 4th Case Writing Competition organized by All India Management Association (AIMA). His academic achievements include qualifying for the UGC-JRF in Commerce. He is passionate about exploring the intersection of finance and technology. He believes in the words of Socrates: "The only true wisdom is in knowing you know nothing."

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