

From the Desk of the Editor-in-Chief



Subodh Kesharwani
Editor-In-Chief



Dear Esteemed Colleagues,

It is with great pleasure we introduce the second issue of the 16th volume of the Global Journal of Enterprise Information Systems (GJEIS), one of the premier research journals dedicated to the advancement of the discipline. Like all previous editions, this edition adopts a critical analysis of literature to provide unprejudiced views on emergent advancements in enterprise information systems.

We warmly encourage you, GJEIS readership, and the IS discipline in general, to discuss these interesting papers herein. The association with KARAM Society and Informatics (India) Limited in the new portal www.gjeis.org will develop an open forum for carrying out efficient research, encouraging debates and discussions, and also the flow of work-based business operations of organizations is intended.

Our editorial team has stocked up papers as Review of Literature, Empirical Research Papers, Theme-Based Papers, Viewpoints, and Research Thoughts to give a wide-ranging experience. There are some discussions that are more theoretical; however, the majority of the publication also covers practical aspects of the field, which is also indicative of the fact that the subject matter is quite diverse. We now expect your comments and submissions that will help us enrich the GJEIS as a valuable source for the new and emerging trends in enterprise information systems.

The latest issue, dear reader, features a diversity of advanced works unravelling the sphere of Consumer Preferences, text-based Artificial Intelligence, and Investors' Attitude. This edition offers a collection of inspiring articles to give you the insights of more developed enterprise information systems. Whether it be from dissecting investor profile preferences in mutual funds to the disruption of artificial intelligence in the workforce, we provide you with a wealth of them.

Moving further, we examine novel approaches towards the computation of sentiment score using population dynamics embodied in PSO and ACO methodologies and gain insight into the contingency of cause-related marketing strategies. Moreover, our analysis of attitudinal people's preferences toward foreign and domestic brands facilitates understanding of the subject tendencies and consumer behavior. Know more about the progressive advance of HRM with the help of AI, the possibilities of AR and VR in e-commerce, and the changes brought by robo-advisors in wealth management. Learn about OTT streaming services around the globe and get a bibliometric analysis of the well-known Meta-UTAUT IS/IT acceptance theory.

This edition would not be possible without the thoughtful leaders of our authors and creditable reviewers who wrote and criticized our academic scenario. We deeply appreciate everyone's contribution in making this issue a successful one.

In addition, we invite you to join us on this cross-sectional search for novel findings and appreciate the value of these solace-inspiring texts by surrendering themselves to their flood of thoughts. Jointly as a community, let us progress with knowledge expansion and thereby have a proactive role in the definition of enterprise information systems of the future. In this regard, let it be the goal to innovate, adapt, and integrate actively into the new world of business online environments to complement the continually transforming global business world.

Warm regards

Prof. Subodh Kesharwani
Editor-in-Chief

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