

Message from Associate Handling Editors

To Our Esteemed Readers,

“As the Associate Handling Editor of the Global Journal of Enterprise Information Systems (GJEIS), it is my great pleasure to present to you the 16th volume, 2nd issue of our distinguished journal. This edition features an impressive selection of research papers that delve into the ever-evolving landscape of technology, business, and consumer behaviour.

The articles in this issue cover a range of contemporary topics, from consumer preferences in Indian e-commerce, mutual fund investment attitudes, and the intricacies of fraud detection technologies, to the dynamic impact of AI on the workforce and machine learning applications in sentiment analysis. We also explore in-depth reviews on cause-related marketing, brand preferences, AI in human resource management, and the transformative role of augmented reality (AR) and virtual reality (VR) in shaping e-commerce.

Additionally, our readers will find valuable insights into the global adoption of over-the-top streaming services, a bibliometric analysis of the ‘Meta-UTAUT’ acceptance theory, and a comprehensive literature review on the increasingly relevant field of robo-advisors in wealth management.

The diversity and depth of these topics reflect our commitment to advancing interdisciplinary knowledge and encouraging innovative solutions to complex challenges in the field of enterprise information systems. Our rigorous double-blind peer-review process ensures that each article meets the highest standards of scholarly excellence, making this issue a must-read for researchers, practitioners, and anyone interested in the latest developments in technology and business.

I extend my deepest gratitude to our dedicated authors, reviewers, and editorial team for their remarkable contributions. Special thanks to Professor Subodh Kesharwani, our Editor-in-Chief, and Mr. Kanishk, Ms. Jyoti, Ms. Shailza, Ms. Sonakshi, our Managing Editors, for their unwavering leadership and dedication in steering GJEIS to new heights.

Thank you for your continued support and engagement with GJEIS. I invite you to immerse yourself in the rich content of this issue as we continue our journey to explore the ever-changing world of enterprise information systems and its far-reaching impact on society.”

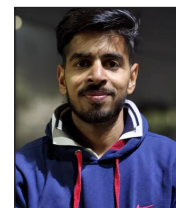
Warm Regards!

Parveen

(Associate Handling Editor, GJEIS)

Mr. Parveen is a full-time Ph.D. Research Scholar at IGNOU, New Delhi, with a solid academic foundation in Commerce, having completed his B.Com and M.Com from Maharshi Dayanand University, Rohtak. His research interests focus on Finance, Taxation, Artificial Intelligence, and the emerging area of robo-advisors. A recipient of the prestigious UGC-JRF in Commerce, Parveen is passionate about exploring the intersection of finance and technology, aiming to drive innovation in financial services. Guided by Socrates’ words, “The only true wisdom is in knowing you know nothing,” he approaches his research with a mindset of continuous learning and discovery.

 parveensharma2070@gmail.com  <https://orcid.org/0009-0009-2221-576X>



Dear Esteemed Readers,

“I feel honoured to present the 16th Volume, Issue 2 of the Global Journal of Enterprise Information Systems (GJEIS) as the Associate Handling Editor of this prestigious journal. This issue remains faithful to the journal’s mission and vision of providing cutting-edge research and articles. We serve up a thoughtful mix of papers that address a diverse scope of issues such as mutual fund investment, fraud detection technology, the impact of artificial intelligence on employment and the job market, machine learning, human resource management, cause-related marketing, augmented and virtual reality in e-commerce, robo-advisor, OTT services, and META-UTAUT theory acceptance. To ensure quality in the materials being published, all the articles have been through a rigorous double-blinds peer-review mechanism, and only the most impactful and intensive investigative work has been allowed to be featured in the periodical. This rigorous procedure is adopted and maintains our policy of editorial independence, neutrality and academic professionalism.

GJEIS acts as facilitator for cross disciplinary research and fosters systematic integration of different forms of knowledge from different disciplines to pursue multifaceted global issues. I encourage you to read through the array of interesting research that is evident in this issue as we seek to promote knowledge and innovation. Lastly, I would like to express my heartfelt thanks and acknowledgment to the editors, authors and the reviewers. We express our gratitude to our Editor-in-Chief, Professor Subodh Kesharwani; our Managing Editors, Ms. Jyoti, Ms. Shailza, Ms. Sonakshi Jaiswal and Mr. Kanishk Koushik for their hard work in preparation of this issue.

Your readership and support are appreciated as we look forward to exploring this series together in an effort of enhancing the understanding of enterprise information systems.”

Warm Regards!

Himani Choudhery

(Associate Handling Editor, GJEIS)



Ms. Himani Choudhery has done her B.Com from University of Delhi and M.Com from IGNOU. She is still undergoing her Ph.D at the IGNOU, New Delhi. Her areas of specialization are branding, content marketing, digital marketing, more advanced approaches to technologies such as Augmented Reality and Virtual Reality or VTO, E-commerce, and Consumer Behavior. A UGC-JRF qualified scholar, she is driven by Aristotle’s philosophy: “It is enough for us really to be grateful for the Past — not merely to those with whose opinion we may sympathize — but also to those who have expressed opinions moreshallow; for these also have done something — have evolved before us the faculties of the mind.”

 himani9712@gmail.com  <https://orcid.org/0009-0003-4975-0611>