

Message from Assistant Handling Editor

Dear Readers, As the Assistant Handling Editor of this esteemed journal, it is a privilege for me to announce the 16th volume, 2nd issue of the Global Journal of Enterprise Information Systems (GJEIS). This issue showcases a carefully selected collection of research papers, upholding our commitment to academic integrity and quality.

The articles featured in this issue address a variety of modern topics, including consumer preferences in Indian e-commerce, attitudes towards mutual fund investments, and the complexities of fraud detection technologies. They also examine the significant effects of artificial intelligence on the workforce and the use of machine learning in sentiment analysis. Furthermore, we provide detailed analyses of cause-related marketing, brand choices, the role of AI in human resource management, and how Augmented Reality (AR) and virtual reality (VR) are revolutionizing e-commerce.

In addition, readers can expect to gain valuable knowledge about the worldwide adoption of over-the-top streaming services, a bibliometric study of the 'Meta-UTAUT' acceptance theory, and a thorough review of the literature concerning the growing importance of robo-advisors in wealth management. Following an extensive, double-blind peer review procedure, we promise to publish only the most significant and impactful contributions, keeping the highest standards of neutrality and objectivity.

GJEIS serves as a platform for multidisciplinary collaboration, enabling the assimilation of knowledge from different fields to address complex issues. We cordially invite you to read the wide range of articles in this issue, which demonstrates our dedication to advancing knowledge and encouraging innovative ideas. We are deeply grateful to the editors, writers, and reviewers for their significant contributions. I am extremely thankful to our Editor-in-Chief, Professor Subodh Kesharwani, and Managing Editors, Ms. Jyoti, Ms. Shailza, Ms. Sonakshi and Mr. Kanishk for their hard work and dedication towards this issue to be published successfully. We really appreciate your ongoing support and readership.

Together, Let's begin a joint exploration and learning journey on business information systems.



Ritu
(Assistant Handling Editor, GJEIS)

Ms. Ritu is currently pursuing Ph.D from Indira Gandhi National Open University (SOMS), New Delhi. She specializes in Finance and Accounting. She has done her B.Com(Hons) from Aditi Mahavidyalaya College and M.Com from Zakir Husain Delhi College, University of Delhi and qualified UGC-NET JRF four times in a row. She has published and presented her chapter titled "Post-Covid Challenges Faced by Teachers: A Narrative Study" in National Conference. Also presented a Case Study titled "Amazon's Success Models and Factors-A Case Study." in National Conference. She has been a part of various Conferences, Doctoral Research Workshops, Training Programme, Faculty Development Programme held at National and International level. She believes "Wisdom is not a product of schooling but of the lifelong attempt to acquire it – Albert Einstein."



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