

Message from Managing Editor

“ I am privileged for turning into Managing Editor for the Volume 16, Issue 2 of Global Journal of Enterprise Information System. It is an honor to serve this esteemed multidisciplinary publication, which fosters groundbreaking research at the intersection of diverse fields. GJEIS has consistently served as a platform for fostering innovative ideas and encouraging collaboration between scholars from a wide range of disciplines. This commitment to interdisciplinary exploration allows us to address complex challenges with multifaceted solutions. In the future, I envision GJEIS as a leading forum for ground breaking research that transcends traditional boundaries and pushes the frontiers of knowledge.



A heartfelt thank you goes to all the authors who entrust their valuable research to our journal. I also extend my deepest gratitude to our esteemed reviewers, whose critical eyes and insightful feedback ensure the quality and rigor of published works. A special thanks goes to the backbone of GJEIS its resident editors whose expertise and dedication are invaluable in guiding submissions through the review process. Finally, I want to express my sincere appreciation to our esteemed Chief Editor Prof. Subodh Kesharwani, whose leadership, vision, and commitment have been instrumental in shaping GJEIS into the esteemed publication it is today. We look forward to receiving your outstanding submissions for the upcoming issue.”

Sincerely,

Jyoti
(Managing Editor, GJEIS)



Dr. Jyoti has completed her Doctoral Research study in Marketing Management from SOMS (IGNOU), New Delhi. She has done her B.Com (H) from Shri Ram College of Commerce (University of Delhi), M.com from Hansraj College (University of Delhi) and qualified UGC- NET JRF in Commerce. She has been a part of various Seminars, Paper Presentations, Faculty Development Programmes and National and International Conferences. She has published few papers related to theme of Cyber Security, IoT, Blockchain, Relationship Marketing, Digital Payments, E-service Quality, E-banking etc. in reputed journals. She is an enthusiastic learner who believes in maintaining and maximizing the quality of life by implementing her skills, and experience gained through education, hard work and dedication.

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Message from Managing Editor

“ GJEIS has returned with yet another issue that is both captivating and appealing. To the readers, a very warm greeting is extended. Studies with a huge variety such as empirical and analytical studies, conceptual and theoretical studies, theme-based papers, review-based papers, and case-based studies, are among the types of studies that we make sure to have available to our readers. In this issue, readers have the opportunity to expand their knowledge by reading exceptionally well-written articles on a variety of subjects like Consumers preference in E-Commerce, Investors attitude in Mutual Funds, Fraud Detection Technologies, AI’s Impact on the Workforce, Sentiment Analysis, Literature reviews on brand Preference, AI in Human Resource Management, Role of AR and VR in Shaping E-Commerce and many more.

GJEIS is recognised for its exceptional quality and dominance. Only submissions that align with the journal’s criteria are accepted for publication following a rigorous double-blind review process. The articles published under GJEIS consistently showcase the platform’s quality for global idea exchange. It has reliably shown its capability in progressing and refining theory and research, while valuing and acknowledging the input of academics, educators, and industry experts across various disciplines. Collaborating with GJEIS has constantly been a valuable learning experience, and I am both honoured and pleased to be appointed as Managing Editor for the second issue of the 16th Volume. I like to express my thanks to our authors, editors, and anonymous reviewers for their invaluable contributions to the journal’s success. Most significantly, I extend my gratitude to Prof. Subodh Kesharwani, the Editor-in-Chief of GJEIS, for his unwavering dedication and the seamless operation of the Journal. ”

Sincerely,

Shailza
(Managing Editor, GJEIS)



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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Message from Managing Editor

Dear Readers, Contributors, and Scholars,

It gives me immense pleasure to introduce the 2nd issue of the 16th volume of the Global Journal of Enterprise Information Systems (GJEIS). This volume underscores our commitment to promoting interdisciplinary research and academic excellence in various fields, such as business, management, marketing, finance, organisational behaviour, human resources, e-commerce, and cybersecurity.

In today's rapidly evolving digital landscape, integrating information systems into business operations has become more crucial than ever. The topics covered in GJEIS reflect this transformation, offering insights into the role of information technology in driving business efficiencies, shaping consumer behaviour, and supporting strategic decision-making across industries. This issue delves into investors' attitudes, consumer preferences, and Artificial Intelligence, providing valuable insights for researchers and practitioners. It includes studies on investor preferences for mutual funds, advancements in fraud detection, AI's impact on the workforce, and sentiment analysis techniques. Other topics cover AI in HR, AR/VR in e-commerce, robo-advisors, OTT trends, and a review of the 'Meta-UTAUT' acceptance theory.

Our journal serves as a global platform for the exchange of ideas, principles, and methodologies from leading academics and industry professionals. We are proud to provide a venue for cutting-edge research addressing current challenges and future opportunities in enterprise information systems, IT-enabled organisational transformation, and digital innovations in business practices. I am deeply honoured and excited to be appointed the Managing Editor of GJEIS. This role has provided me with a profoundly rewarding experience, presenting continual opportunities for learning and personal development. Collaborating with esteemed scholars and contributors has been both motivating and enlightening. I eagerly anticipate further contributing to the journal's success and academic eminence. I sincerely appreciate all our authors, reviewers, and readers' steadfast support and valuable contributions. A special expression of gratitude goes to our Editor-in-Chief, Dr. Subodh Kesharwani, for his visionary leadership and guidance in propelling the journal forward. We invite scholars and practitioners to engage with the research published in this volume and encourage new submissions that align with our mission of advancing knowledge in the ever-evolving domain of enterprise information systems.

Happy Learning...!!!!!!

Sincerely,

Sonakshi Jaiswal
(Managing Editor, GJEIS)



Mrs. Sonakshi Jaiswal holds the position of Assistant Professor in the Department of Commerce at Nizam College, Hyderabad. Her area of expertise encompasses Marketing and Finance, focusing on Taxation, Corporate Accounts, Business Organization and Management, Business Statistics, Banking, E-commerce, and Information Technology. She is pursuing her Doctoral Degree with a specialisation in Marketing at Indira Gandhi National Open University, New Delhi.

She has an outstanding academic record. She completed her Master of Commerce with Distinction and secured the 10th rank at Osmania University, Hyderabad. Additionally, she holds a Master's in Business Administration with Distinction from Osmania University and a Bachelor of Commerce (e-commerce) from Nizam College, where she achieved the 1st rank. Furthermore, she has qualified for the Telangana State Eligibility Test (SET) and the National Eligibility Test (NET) conducted by UGC, New Delhi, in 2017.

Her scholarly contributions include numerous published articles in national and international journals. Mrs. Sonakshi has also presented papers on various Marketing topics at academic forums and seminars. She has actively participated in Faculty Development Programmes, Seminars, and Workshops and presented papers at various conferences. As a member of the Telangana Commerce Association (TCA), she remains committed to continuous learning and expanding her knowledge base. She strongly believes that every challenge is an opportunity in disguise, and with determination, we can turn obstacles into stepping stones for success.

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Message from Managing Editor

“ Dear Valued Readers,

It is with great pleasure that I, as the Managing Editor of the Global Journal of Enterprise Information Systems (GJEIS), present to you the second issue of our 16th volume. This edition reaffirms our dedication to promoting high-quality academic research by offering a carefully selected array of scholarly articles that highlight the evolving dynamics of enterprise information systems.

Our journal maintains a rigorous editorial process, ensuring that only the most insightful and impactful research is published. This issue features a diverse range of topics, including cause-related marketing, brand preference, investor behavior towards mutual funds, and a review of the Meta UTAUT framework. As these fields continue to adapt to technological advancements and changing consumer behaviors, staying informed of the latest research is essential for both scholars and practitioners.

In alignment with our commitment to academic integrity, all submissions undergo a stringent double-blind peer-review process. This ensures that every article published meets the highest standards of objectivity and contributes meaningfully to the field's knowledge base while withstanding thorough scrutiny.

I would like to extend my heartfelt thanks to our authors for their invaluable contributions and to our reviewers for their diligent efforts and constructive feedback. A special note of appreciation goes to our Editor-in-Chief, Professor Subodh Kesarwani for his unwavering dedication and collaborative spirit, which were key in making this issue a success. His efforts have greatly enriched the discourse in the field of enterprise information systems.

As you explore the articles within this issue, I encourage you to engage critically with the research and reflect on its implications for both academic theory and practical application. We hope this edition of GJEIS inspires further research and innovation in the ever-evolving domain of enterprise information systems.

Thank you for your continued support and readership. Together, let us continue exploring and advancing the frontiers of knowledge in this vital field. ”

Sincerely,

Kanishk Koushik
(Managing Editor, GJEIS)



• **Mr Kanishk Koushik**, currently a full-time Ph.D 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-JRF qualified in Commerce and has authored few paper on Cause-Related Marketing. He has also presented his research in different 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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