

## From the Desk of the Editor-in-Chief



**Dear Esteemed Colleagues,**

It is with great delight that I welcome you to the first issue of Volume 17 of the *Global Journal of Enterprise Information Systems*. Each issue reaffirms our commitment to advancing meaningful scholarship, critical inquiry, and interdisciplinary perspectives in the rapidly transforming world of enterprise systems and beyond.

This issue presents a diverse and forward-looking set of themes. The articles explore *Sustainable Finance* and its role in shaping responsible growth, the transformative power of *AI in Education*, and innovative approaches within *Infrastructure PPP*. Readers will also find timely discussions on emerging financial influencers (*Finfluencers*), the motivational potential of *Gamification*, and the growing impact of *UPI* in digital transactions. Additionally, the issue highlights contemporary marketing and consumer behaviours topics through papers on *Influencer Marketing* and the *Buy Now, Pay Later (BNPL)* phenomenon. Together, these works capture the dynamic interplay of technology, finance, policy, and society.

The contributions are not only academically rigorous but also carry practical significance, offering insights relevant for scholars, practitioners, and policymakers alike. As always, every submission has undergone a stringent double-blind peer review process, ensuring the highest standards of quality and integrity that define GJEIS.

At GJEIS, we take pride in being more than a publication—we strive to be a vibrant intellectual space that fosters collaboration, sparks innovation, and bridges diverse disciplines. As digital transformation continues to reshape economies and societies, our journal remains committed to amplifying research that addresses these shifts and provides thought leadership for the future.

I extend my heartfelt gratitude to our authors for entrusting us with their work, to our reviewers for their meticulous and constructive feedback, and to the editorial team for their steadfast dedication. I also deeply value the partnership of KARAM Society and Scholastic Seed Inc., whose continued support strengthens our outreach and mission.

I hope this issue inspires fresh thinking, stimulates scholarly dialogue, and contributes meaningfully to ongoing debates in academia and practice. Let us continue this shared journey of knowledge creation and dissemination.

Warm regards

**Prof. Subodh Kesharwani**  
Editor-in-Chief, Since 2009

*Global Journal of Enterprise Information Systems (GJEIS)*