

Message from Associate Handling Editors

To My Respected Readers,

As the Associate Handling Editor of the Global Journal of Enterprise Information Systems (GJEIS), I am delighted to welcome you to the 16th volume, 3rd issue of our journal. This edition brings you a thoughtfully selected collection of research papers that explore current and relevant topics in enterprise information systems.

In this issue, you will find studies on service quality in fine dining, quality assurance in construction, the impact of generative AI on social media marketing, pharmaceutical industry case studies, high-availability system frameworks, virtual education in the metaverse, detecting socio-political news, and factors affecting corporate corruption. These papers offer fresh insights and practical knowledge for researchers, professionals, and policymakers.

At GJEIS, we uphold a strict double-blind peer-review process to ensure that every published paper meets high academic standards. Our goal is to foster meaningful discussions and contribute valuable research to the field while maintaining integrity and objectivity.

Collaboration across disciplines is at the core of our journal. This issue reflects that vision, bringing together diverse perspectives to tackle emerging challenges in enterprise information systems.

I extend my heartfelt gratitude to our authors, reviewers, and editorial team for their dedication and hard work. A special thanks to Professor Subodh Kesharwani, our Editor-in-Chief, and Mr. Kanishk Koushik, our Managing Editor, for their leadership and guidance.

Thank you for your continued support. I invite you to explore this issue and join us in advancing knowledge and innovation.

Warm Regards!

Parveen

Associate Handling Editor

Global Journal of Enterprise Information Systems (GJEIS), Since 2024



Mr. Parveen is a full-time PhD Research Scholar at IGNOU, New Delhi. He holds a B.Com and M.Com from Maharishi Dayanand University, Rohtak. His research focuses on robo-advisory, examining its adoption, impact, and future in the financial sector. His broader academic interests include Finance, Taxation, and Artificial Intelligence.

He has qualified for the **UGC-JRF in Commerce**, demonstrating his strong academic foundation and research aptitude. With a keen interest in the intersection of finance and technology, he explores how AI-driven financial solutions are reshaping investment strategies and wealth management.

Believing in continuous learning, he resonates with the words of Socrates: *“The only true wisdom is in knowing you know nothing.”*

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Dear Esteemed Readers,

I feel honored to present the 16th Volume, Issue 3 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: Service Quality, Blended Learning Instruction, Generative AI in Social Media Marketing, Mankind Pharma's Acquisition, High Availability Systems, Open Universities and Metaverse-Based Virtual Education, Socio-Political News Detection, Corporate Corruption, and many more are some of the topics that are going to make readers organize their thoughts. Each paper brings a new point of view to the scholarly conversation, which is always changing. To ensure quality in the materials being published, all the articles have been through a rigorous double-blind 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 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, Prof. Subodh Kesharwani; our Managing Editors, Ms. Jyoti, Ms. Shailza, and Ms. Sonakshi Jaiswal, Mr Kanishk Koushik and my Co-Associate Handling Editors, Parveen and Ritu 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), Since 2024



Ms. Himani Choudhery has done her B.Com from University of Delhi and M.Com from IGNOU. She is still undergoing her PhD at the Indira Gandhi national open University, New Delhi on a topic Unified Payment Interface. Her areas of specialization are branding, content marketing, digital marketing, users spending behaviour, 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 more shallow; for these also have done something — have evolved before us the faculties of the mind.”*

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Message from Associate Handling Editors

“Dear Readers, as an Associate Handling Editor of this esteemed journal, it is a privilege for me to announce the 16th volume, 3rd 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.

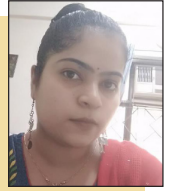
The articles in this issue address various modern topics including service quality in fine dining, blended learning instruction, mankind pharma's acquisition-a case study, high-availability system frameworks, and factors affecting corporate corruption. They also examine the impact of generative AI on social media marketing. Furthermore, we provide detailed analyses of socio-political news detection, open universities and metaverse-based virtual education, quality assurance in construction, and many more.

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. Sonakshi, Mr. Kanishk, and Ms. Shailza 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


Associate Handling Editor

Global Journal of Enterprise Information Systems (GJEIS), Since 2024



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” and a Case Study titled “Amazon's Success Models and Factors-A Case Study.” in National Conferences. 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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