

From the Desk of the Editor-in-Chief



Dear Esteemed Colleagues,

It gives me great pleasure to welcome you to the fourth issue of Volume 16 of the *Global Journal of Enterprise Information Systems*. Like every edition, this one reflects our shared commitment to meaningful research, critical thinking, and cross-disciplinary exploration in the evolving world of enterprise systems.

This issue features a rich variety of themes. From consumer preferences for herbal products and blockchain applications in education to AI-driven fintech services and financial analytics in HRM, each paper brings forward timely and relevant perspectives. We also address important societal topics such as child labour, cyber law and social media, digital payment adoption, cause-related marketing, and innovation in construction project management.

These contributions are not only academically sound but also grounded in real-world relevance. Through a strict double-blind peer review process, we continue to uphold the integrity and quality that GJEIS is known for.

At GJEIS, we believe in building a strong academic community that values collaboration, transparency, and progress. Over the years, we have evolved into a platform that not only publishes research but also sparks curiosity, bridges disciplines, and empowers emerging scholars. As digital transformation continues to redefine the way we live and work, our journal remains committed to capturing these shifts and promoting scholarly work that makes a difference.

I sincerely thank our authors for their valuable contributions, our reviewers for their insights, and the editorial team for their constant support. I also acknowledge the role of our publishing partners, including KARAM Society and Scholastic Seed Inc., whose continued collaboration strengthens our vision and outreach.

As you read through this edition, I hope it sparks new thoughts, encourages dialogue, and inspires future research. Let us move forward together in this journey of knowledge and innovation.

Warm regards

Prof. Subodh Kesharwani

Editor-in-Chief, Since 2009

Global Journal of Enterprise Information Systems (GJEIS)