

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 pleased to present Volume 16, Issue 4 of our journal. Like every edition, this one also brings together a variety of meaningful and relevant research contributions from different domains.

This issue includes topics such as consumer behaviour towards herbal toothpaste, blockchain in education, strategic financial analytics in HRM, cyber law and social media, construction project innovations, child labour, fintech with AI, electronic payment adoption, and cause-related marketing. These papers highlight both technical advancements and social concerns, offering practical insights and fresh academic perspectives.

At GJEIS, we continue our commitment to quality through a rigorous double-blind peer review process to ensure that each published paper upholds academic standards and contributes value to readers across disciplines.

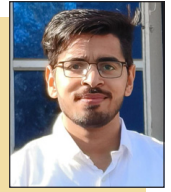
I express my gratitude to all the authors and reviewers for their valuable efforts. A special thanks to our Editor-in-Chief, Prof. Subodh Kesharwani, and to Mr. Kanishk Koushik, our Managing Editor, for his consistent support and coordination in bringing out this issue.

Thank you for your continued encouragement. I hope you find this issue informative, engaging, and useful in your academic journey.

Warm Regards!

Parveen



(Associate Handling Editor, GJEIS), Since 2024



Mr. Parveen is currently pursuing his PhD in Commerce from IGNOU, New Delhi. He holds a B.Com and M.Com from Maharishi Dayanand University, Rohtak. His research focuses on the adoption and impact of robo-advisory services among retail investors in India.

He has qualified the UGC-NET JRF in Commerce and actively explores the intersection of finance and technology, particularly the role of Artificial Intelligence in shaping future investment decisions and financial advisory services.

His core academic interests include Finance, Taxation, Financial Technologies, and Artificial Intelligence. He believes in continuous growth through learning and resonates with Socrates' philosophy: *"The only true wisdom is in knowing you know nothing."*

 parveensharma2070@gmail.com
 <https://orcid.org/0009-0009-2221-576X>

Dear Esteemed Readers,

I consider myself honoured to be part of Volume 16, Issue 4 of the Global journal of Enterprise Information Systems (GJEIS) in which I serve as Associate Handling Editor of this esteemed journal. This issue adheres to the journal's objective and ambition of delivering innovative research and articles: Block Chain in Education, Sustainable Financial Analytics in Strategic HRM, Cyber law and Social Media, Construction Project management, Child Labour, Fintech & AI, Electronic Payment Adoption, Cause-Related Marketing, Consumer Behaviour towards Herbal Toothpaste and many more are some of the topics that are going to make readers organize their thoughts. Every contribution contributes a novel perspective to the evolving scholarly discourse. To guarantee the quality of published contents, all articles have undergone a rigorous double-blind peer-review process, and only the most significant and thorough investigative work has been permitted for inclusion in the periodical. This meticulous process is implemented to uphold our philosophy of editorial independence, objectivity, and academic professionalism.

GJEIS serves as a facilitator for interdisciplinary research and promotes the methodical integration of diverse knowledge from many fields to address complex global challenges. I urge you to examine the diverse array of compelling research presented in this issue as we endeavour to foster knowledge and creativity.

Lastly, I would like to express my heartfelt thanks and acknowledgment to the editors, authors and the reviewers. I express our gratitude to our Editor-in-Chief, Professor Subodh Kesharwani; our Managing Editors, Ms. Jyoti, Ms. Shailza, Mr. Kanishk Koushik and Ms. Sonakshi Jaiswal, for their hard work in preparation of this issue.

Your participation and contributions are valued as we anticipate delving into this series together to enhance the comprehension 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 undergoing her PhD at the Indira Gandhi national open University, New Delhi. 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: *"We should be grateful for the Past — not only to those whose views we share but also to those with more superficial opinions; for they too have contributed by developing our intellectual ability."*

 himani9712@gmail.com
 <https://orcid.org/0009-0003-4975-0611>

Message from Associate Handling Editors

“As an Associate Handling Editor of this esteemed journal, it is a privilege for me to announce the 16th volume, 4th 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.

This edition of the journal brings together a compelling selection of articles spanning a wide array of contemporary themes, including cyber law and social media regulation, sustainable financial analytics, blockchain in education, construction project management, educational and vocational aspirations of child labourers, integration of financial technology and artificial intelligence, electronic payment system adoption, cause-related marketing, and consumer behaviour towards herbal toothpaste. These articles provide a comprehensive overview of emerging trends, technological integration, and societal challenges in today's interconnected world.

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.

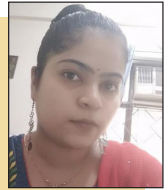
GJEIS serves as a platform for multidisciplinary collaboration, enabling the assimilation of knowledge from different fields to address complex issues. We cordially invite you to read the wide range of articles in this issue, which demonstrates our dedication to advancing knowledge and encouraging innovative 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 appreciate your ongoing support and readership.”

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

Ritu

(Associate Handling Editor, GJEIS), Since 2024



Ms. Ritu is currently pursuing a Ph.D. from Indira Gandhi National Open University (SOMS), New Delhi. She specialises 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 programmes, and Faculty Development programmes held at the National and International levels. She believes “Wisdom is not a product of schooling but of the lifelong attempt to acquire it – Albert Einstein.”

 rituanchlas29@gmail.com
 <https://orcid.org/0009-0003-3490-776X>