



Message from Resident Handling Editors (Student Category)

Dear Readers,

It is with deep gratitude and immense pride that I express my sincere appreciation for the opportunity to serve as a Resident Handling Editor in the Student Category of the Global Journal of Enterprise Information System (GJEIS). Being entrusted with a role in such a prestigious and intellectually vibrant journal is both an honour and a responsibility I embrace wholeheartedly. GJEIS has long stood as a beacon of academic excellence, promoting rigorous interdisciplinary research and offering a platform for scholars and practitioners to engage with emerging ideas that shape enterprise information systems and beyond.

This issue, Volume 16, Issue 4, exemplifies the journal's commitment to advancing knowledge through a curated selection of scholarly work spanning diverse and contemporary topics. Articles featured in this edition explore a range of compelling themes including blockchain in education and its potential for managing academic credit transfer systems, the intersection of fintech and artificial intelligence, and sustainable financial analytics in strategic human resource management. Additional contributions examine consumer behaviour towards herbal toothpaste, cyber law and social media regulation, adoption patterns in electronic payments, innovative approaches to construction project management, cause-related marketing, and the persistent global issue of child labour.

Each paper published has undergone a thorough double-blind peer-review process to ensure academic rigour, originality, and relevance. This level of scrutiny not only enhances the quality of published research but also reflects the journal's unwavering dedication to scholarly integrity. I extend my heartfelt thanks to all contributing authors for their valuable research, to our reviewers for their discerning and constructive feedback, and to the editorial board for their guidance and support throughout the publication process.

Above all, I wish to express my deepest appreciation to Professor Subodh Kesharwani, Editor-in-Chief of GJEIS, whose visionary leadership and steadfast commitment continue to elevate the journal's standing in the academic community. Being part of this editorial team is a privilege, and I look forward to contributing meaningfully to GJEIS's ongoing mission of fostering impactful, cross-disciplinary research.

Warm Regards!

Samiksha Kesharwani
Resident Handling Editor (Student Category)
GJEIS, Since 2024

Dear Readers,

It is a great honor to step into the role of Resident Handling Editor in Student Category for Volume 16, Issue 4 of the Global Journal of Enterprise Information System (GJEIS). I am truly privileged to contribute to such a respected multidisciplinary journal that champions innovative research at the convergence of diverse academic and professional domains.

GJEIS has long served as a dynamic platform that nurtures creative thinking and fosters collaboration across disciplines. Its dedication to interdisciplinary scholarship empowers us to explore complex global challenges through a holistic lens, crafting comprehensive and impactful solutions.

Looking ahead, I envision GJEIS continuing to evolve as a leading hub for transformative research that crosses traditional boundaries and advances the frontier of knowledge. This issue features a compelling array of topics including cyber law and social media, academic credit transfer systems, child labour, Fintech and AI integration, cause-related marketing, and the role of blockchain in education.

I would like to extend my heartfelt appreciation to all the authors who have entrusted us with their valuable research. My sincere gratitude also goes to our dedicated reviewers, whose thoughtful critiques and insights uphold the quality and academic rigor of our publications. Special thanks are due to our resident editorial team—the driving force behind each issue—for their tireless dedication and expertise throughout the review process.

Lastly, I am deeply grateful to our Chief Editor, Professor Subodh Kesharwani, for his visionary leadership and unwavering commitment to excellence, which continue to shape GJEIS into the esteemed journal it is today.

Warm Regards!

Janvi Singh
Resident Handling Editor (Student Category)
GJEIS, Since 2024

Ms. Samiksha is currently pursuing her Bachelor's degree in Industrial and Product Design from Guru Gobind Singh Indraprastha University, New Delhi. With a strong interest in human-centered design and creative innovation, she effectively blends technical precision with artistic insight. She holds a distinction in Fine Arts from Prayag Sangeet Samiti, having completed a four-year intensive program that laid the groundwork for her visual and conceptual strengths.

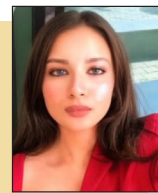
She is presently associated with the IPU Innovation & Incubation Foundation (IPU-IIF), where she contributes as a graphic designer, focusing on brand identity and visual storytelling for innovation-led projects. Additionally, she has supported research and outreach initiatives through her work with the Kedar Amar Research and Academic Management Society (KARAMS), a community-oriented educational NGO.

Ms. Kesharwani is also a co-founder of SAM+GINNY, a podcast under the Talkin' Teens initiative, which explores adolescent experiences and academic journeys. The podcast features students and alumni from premier Indian institutions like IIT Delhi, AIIMS Jodhpur, and DTU, and is expanding to include global perspectives from Ivy League and international universities.

In recognition of her integrity and leadership, she was recently appointed as a student member of the Internal Complaint Committee (ICC) for the East Delhi Campus of GGSIPU, constituted under the UGC guidelines for addressing gender sensitization and redressal of sexual harassment cases.

Her competencies include design thinking, sketching, prototyping, and creative writing, along with proficiency in AutoCAD, Adobe Illustrator, Photoshop, SketchUp and Blender. Ms. Kesharwani is a dedicated and curious learner, passionate about designing solutions that are both meaningful and aesthetically impactful.

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Ms. Janvi is currently pursuing a Bachelor of Technology in Computer Science and Engineering from Manipal University Jaipur, alongside a Bachelor of Science in Data Science and Analytics from the Indian Institute of Technology Madras. With a keen interest in software development and data analytics, she is focused on developing a strong technical foundation through academic rigor and hands-on learning.

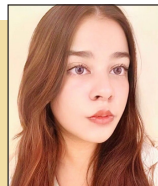
She has actively participated in numerous prestigious academic and technical programs, including a virtual internship conducted by ISRO under the "Shiksha Gagan" initiative, and the NASA Ames Space Settlement Design Contest, where her team developed "ATHENA," a free space settlement for 10,000 people in space. Her growing engagement in interdisciplinary projects reflects a blend of scientific curiosity and collaborative problem-solving.

Janvi co-founded Sam+Ginny, a podcast under the Talkin' Teens banner, where she produces and hosts conversations that spotlight teenage life and academic journeys. The podcast has featured interviews with students and alumni from top Indian institutions such as IIT Delhi, AIIMS Jodhpur, and DTU, and is set to expand with global perspectives from Ivy League and State University students.

Her diverse experiences also include contributions to the IEEE Computer Society at Manipal University Jaipur, where she supported events like Capture The Flag and Hakerz Street 3.0, as well as community service through the university's Rotaract Club. She has co-authored the published anthology Irretrievable Memories, showcasing her creative writing skills.

Ms. Singh's core competencies include Python, C, content writing, and basic design software like SketchUp, Blender and AutoCAD. A travel enthusiast and table tennis player, she exemplifies a balance between technical pursuits and extracurricular engagement. She is driven by a desire to contribute meaningfully to both technology and society."

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Message from Resident Handling Editors (Student Category)

Dear Readers,

It gives me immense pleasure to welcome you to this intellectually engaging edition of the Global Journal of Enterprise Information Systems (GJEIS). As the Resident Handling Editor (Student Category), I am both grateful and thrilled to be part of a journal that celebrates innovation, critical thinking, and cross-disciplinary dialogue. Contributing to a publication that encourages forward-thinking perspectives and real-world relevance is a rewarding experience I hold in high regard.

This issue—Volume 16, Issue 4—presents a vibrant mix of research covering timely and relevant themes. Articles explore diverse topics such as consumer behaviour towards herbal toothpaste, blockchain applications in academic credit systems, fintech and AI, sustainable financial analytics in HR, and the legal nuances of cyber law and social media. Additional papers delve into construction project innovations, child labour, cause-related marketing, and the evolving landscape of electronic payment adoption—offering valuable insight into real-world applications and academic advancements.

What makes this journal truly inspiring is the collaborative spirit that fuels it—from the dedication of researchers who bring forth new ideas, to the peer reviewers who lend their critical eyes, and the editorial board who shape it all into a coherent and compelling volume. Every article published here is the result of thoughtful engagement, rigorous evaluation, and a shared commitment to advancing meaningful knowledge. It is our hope that this issue will not only inform, but also spark dialogue and inspire future research across disciplines.

A heartfelt thank you to all our contributors and reviewers, and a special note of appreciation to Professor Subodh Kesharwani, our Editor-in-Chief, whose guidance and passion continue to elevate the journal. It's a privilege to be part of this journey, and I look forward to growing with GJEIS as we continue to shape and support a global academic community.

Warm Regards!

Aadya Dev
Resident Handling Editor (Student Category)
GJEIS, Since 2024

Dear Readers,

I am humbled and deeply privileged to share my writings as the Resident Handling Editor in the Student Category for the Global Journal of Enterprise Information Systems (GJEIS). To be chosen to write for such an esteemed and futuristic academic journal is not only an honour but also a serious responsibility. GJEIS has consistently championed academic rigor and innovation by offering a platform where scholars and professionals can collaborate on ideas that influence the landscape of enterprise information systems and related fields.

This latest release—Volume 16, Issue 4—is a testament to the journal's continuous pursuit of thought-provoking and relevant scholarship. The articles included in this issue touch on a broad range of topics, ranging from the application of blockchain technology in academic systems to improve mechanisms of academic credit transfer, the symbiotic relationship between fintech and artificial intelligence, and the strategic use of sustainable financial analytics in human resource management. Apart from that, this issue contains research on consumer attitudes towards herbal toothpaste, critical thinking on cyber law and social media regulation, electronic payment acceptance growth, construction project management innovations, focusing on alternative foundation practices, cause-related marketing effects, and the ever-present global issue of child labour.

All submissions have been carefully reviewed through a thorough double-anonymized review system, so that every published paper is of the highest academic standard, depth, originality, and relevance. This stringent and fair review process maintains the research-based credibility of the journal. I would like to extend my sincere appreciation to the authors for their tireless research, to our reviewers for their constructive criticism and insights, and to the editorial board for their constant support and guidance throughout the course of publication.

I would also like to seize this moment to express my true appreciation for Professor Subodh Kesharwani, Editor-in-Chief of GJEIS, whose relentless dedication, visionary vision, and mentorship keep the journal moving in the direction of excellence. His perseverance in fostering quality research and guiding up-and-coming researchers has been instrumental in moulding the publication's standing. It has been enriching and inspiring to be part of this editorial experience, and I eagerly look forward to providing my services to GJEIS in the pursuit of facilitating significant, multidisciplinary scholarship in the future as well.

Warm Regards!

Parth Agarwal
Resident Handling Editor (Student Category)
GJEIS, Since 2024




Ms. Aadya is currently pursuing a Bachelor of Technology in Biotechnology from Thapar Institute of Engineering and Technology (TIET), Patiala, Punjab, and will be promoted to her second year soon. She possesses a strong academic foundation with focused interests in genetic engineering, microbiology, biochemistry, and sustainability.

Ms. Dev combines her scientific pursuits with a passion for creative visual expression. As an active photographer with the Fine Arts and Photography Society (FAPS) at TIET, she experiments with diverse photography styles, developing a keen eye for various compositions. She refines her photographs through advanced post-processing techniques, primarily using Adobe Lightroom to enhance color grading and visual impact.

She has contributed significantly to major campus events, serving as a photographer for Kaleidoscope, TIET's vibrant cultural fest, where she captured dynamic moments and the energetic atmosphere. Additionally, Ms. Dev was part of the creativity department for the Thapar Food Festival (TFF), collaborating on visual design and promotional materials that highlighted the festival's themes and aesthetics.

In addition to photography, Ms. Dev extensively uses Canva for designing event posters, social media graphics, and digital layouts, where she skillfully balances creativity with effective communication. She is also proficient in AutoCAD and SolidWorks, applying these tools for technical drafting and 3D modeling projects. While building foundational skills in video editing using Adobe Premiere Pro and DaVinci Resolve, her primary strengths remain in graphic design and photo editing.

Ms. Dev's multidisciplinary approach reflects her dedication to integrating scientific knowledge with innovative and aesthetically pleasing visual design, driven by curiosity and a commitment to creating meaningful and impactful content.

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Mr. Parth Agarwal is currently pursuing his Bachelor's degree in Business Administration at Jain University, Centre for Management Studies (CMS), Bengaluru. With a keen interest in the consulting industry, he is focused on building a strong foundation in business problem-solving, strategic thinking, and data-driven decision-making. His academic experiences have nurtured his curiosity and commitment toward understanding real-world business challenges, which he seeks to address through dynamic and collaborative environments.

He has gained practical experience through roles in both marketing and operations. He worked as an intern at Dev Prayag Paper Mill, where he was involved in inventory management, and later joined Unacademy as an Influencer Marketing Intern. His contributions spanned campaign execution and outreach coordination. Additionally, he has been actively involved in university-level initiatives, having been part of the Management Fest Team at CMS, where he focused on marketing efforts and student engagement.

He has also participated in various extracurricular competitions, notably securing first position in Magnovite, a prestigious management event hosted by Christ University. Complementing his academic and co-curricular activities, he has shown an early interest in research, culminating in the publication of a project-centric learning research paper on self-healing roads under the banner of Jain University.

In April 2025, he completed Level 1 of the Investment Operations Certificate from the Chartered Institute for Securities & Investment (CISI), UK, reflecting his growing interest in finance and global markets. His skills include effective communication, leadership, teamwork, and time management. He is proficient in Microsoft Excel, PowerPoint, and demonstrates a strong ability to network and collaborate.

A bilingual communicator fluent in English and Hindi, he is also passionate about travel, research, and continuous learning. He aspires to leverage his academic background and practical insights to make meaningful contributions in the consulting domain.

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