

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



Dear Esteemed Readers,

It gives me immense pleasure to present Volume 17, Issue 4 of the *Global Journal of Enterprise Information Systems (GJEIS)*. With each successive issue, our endeavour remains steadfast—to curate and disseminate scholarly work that not only reflects the evolving contours of academic inquiry but also contributes meaningfully to real-world problem-solving across domains. In an era marked by rapid technological advancement, economic uncertainty, and socio-environmental transitions, the role of interdisciplinary research has never been more critical.



This issue stands as a testament to the breadth and depth of contemporary scholarship, bringing together empirical research papers, thematic explorations, case-based insights, review of literature, bibliometric analyses, and student research initiatives. The diversity of contributions reflects the increasingly interconnected nature of enterprise systems, where technology, human behaviour, policy frameworks, and sustainability concerns converge.

A defining feature of this issue is its strong emphasis on financial systems, behavioural economics, and sustainable investment practices in a post-pandemic world. The study examining the impact of the Global Financial Crisis alongside the COVID-19 pandemic provides a comprehensive understanding of how global disruptions reshape economic resilience and institutional responses. Complementing this, the paper on the role of emotions in digital payment adoption intention highlights the critical interplay between technological acceptance and human psychology in today's digital financial ecosystem. Further strengthening this discourse, the research on ESG-themed equity mutual funds reflects the global shift toward responsible and sustainability-driven investment decisions.

The issue also addresses organizational and workforce dynamics, particularly through the study on work-life balance in the hotel sector, offering insights into employee well-being and productivity in service-intensive industries. In the domain of education and policy transformation, research on the National Education Policy (NEP) 2020 and its implications for management education, along with the study on the role of artificial intelligence in digital education, underscores the paradigm shift toward flexible, technology-enabled, and outcome-oriented learning systems.

Emerging innovations in financial technology are explored through the study on adoption and resistance to robo-advisory services, shedding light on user trust, behavioural barriers, and the future of automated financial advisory systems. From a socio-economic perspective, the literature review on global trends in women's political empowerment contributes to ongoing discourse on inclusivity and equitable governance.

Further enriching this issue are scholarly reviews on sustainable supply chain management, environmental responsibility, and organizational performance, along with critical analyses of credit risk management practices and financial performance measurement frameworks. The paper on the integration of GI-tagged products into Indian tourism promotion highlights the intersection of cultural preservation and economic development, reinforcing the importance of sustainable tourism strategies.

In addition, the bibliometric reviews on influencer marketing in the hospitality sector and algorithm-driven attitudinal shifts demonstrate the growing reliance on data-driven approaches to understand consumer behaviour in digital ecosystems. The inclusion of a student research initiative examining the linkages between online gaming addiction and learning engagement further reflects the journal's commitment to addressing contemporary behavioural challenges in the digital age.

What distinguishes this issue is not only the diversity of topics but also their timeliness, relevance, and practical applicability. Collectively, the papers engage with critical questions of how economies respond to crises, how technology influences human behaviour, how sustainability shapes strategic decisions, and how institutions evolve in a rapidly changing global environment.

As always, each manuscript published in this issue has undergone a rigorous double-blind peer-review process, ensuring the highest standards of academic integrity, originality, and methodological robustness. This commitment to quality continues to define GJEIS as a credible and impactful platform for scholarly exchange.

We would also like to inform our readers, authors, and reviewers that the *Global Journal of Enterprise Information Systems* website is currently undergoing a major revamp. As part of this upgrade, we have migrated to a newer version of the journal management software to enhance functionality, improve user experience, and streamline the submission and review process. We appreciate your continued support and patience during this transition phase.

I extend my heartfelt gratitude to our authors for their valuable contributions, to our reviewers for their critical insights and scholarly dedication, and to the editorial team for their unwavering efforts. I would also like to acknowledge the continued support of KARAM Society and Scholastic Seed Inc., whose partnership strengthens our mission of promoting high-quality research and knowledge dissemination.

As you engage with this issue, I encourage you to reflect on the insights presented, explore their implications, and contribute to the ongoing dialogue that shapes the future of enterprise systems and allied disciplines.

Beginning with Volume 18, the journal will introduce a new digital submission format through its official website. Under this system, manuscripts will be accepted only through author registration on the journal portal.

All authors are requested to adhere to this revised submission process in due course. Since registration on the portal is currently available by invitation only, our editorial team will provide the necessary assistance and guidance throughout the registration and submission process.

Authors are advised to remain in contact with the respective Handling Editors and the Executive Editor for further clarification and support.

Thank you for your continued support and association with GJEIS.

Warm regards

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

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