

## Message from Executive Editor

Dear Valued Readers,

It is with great pleasure and a deep sense of responsibility that I, as the Executive Editor of the *Global Journal of Enterprise Information Systems (GJEIS)*, present to you Volume 17, Issue 4. This issue reaffirms our commitment to advancing rigorous, relevant, and interdisciplinary research that responds to the evolving dynamics of enterprise systems, technology, finance, and society.

At GJEIS, we continue to uphold a robust and transparent editorial process, ensuring that each published contribution meets the highest standards of academic integrity, originality, and practical relevance. This edition represents a carefully curated collection of empirical research, thematic studies, case-based insights, review of literature, research thought, and student research initiatives, reflecting the diversity and depth of contemporary scholarly inquiry.

A significant focus of this issue lies in understanding financial systems, behavioural dynamics, and sustainability in a rapidly transforming global environment. The study examining the impact of the Global Financial Crisis alongside the COVID-19 pandemic provides a comprehensive macroeconomic perspective on resilience and systemic shifts. Complementing this, the paper on the role of emotions in digital payment adoption intention highlights the increasing importance of behavioural factors in shaping financial technology adoption.

Further strengthening the financial discourse, the research on ESG-themed equity mutual funds reflects the growing global emphasis on responsible and sustainable investment practices. In addition, the study on work-life balance patterns in the hotel sector addresses critical organizational and human resource challenges, particularly in service-intensive industries undergoing structural transitions.

In the domain of education and policy transformation, the paper on the role of NEP 2020 in management education underscores the evolving academic landscape in India. These contributions are particularly relevant in the context of digital transformation and knowledge-driven economies.

The issue also captures the momentum of financial innovation and fintech adoption through the study on adoption and resistance to robo-advisory services, offering insights into user behaviour, trust, and technological acceptance. From a broader socio-economic perspective, the literature review on global trends in women's political empowerment contributes to ongoing discussions on inclusivity, representation, and governance.

Further enriching this issue are scholarly contributions examining sustainable supply chain management, environmental responsibility, and organizational performance, along with critical reviews on credit risk management practices and financial performance measurement frameworks. The integration of GI-tagged products into Indian tourism promotion highlights the importance of cultural sustainability and regional economic development in a globalized environment.

The issue is also strengthened by bibliometric analyses on influencer marketing in the hospitality sector and algorithm-driven attitudinal shifts, reflecting the growing relevance of data-driven insights in understanding consumer behaviour and digital ecosystems. Additionally, the student research initiative on the linkages between online gaming addiction and learning engagement provides timely insights into behavioural challenges in the digital age.

Each manuscript included in this issue has undergone a stringent double-blind peer-review process, ensuring the highest levels of academic rigor and credibility. We remain committed to fostering a platform that encourages meaningful scholarly exchange and bridges the gap between theory and practice.

I extend my sincere gratitude to our authors for their valuable contributions, to our reviewers for their meticulous evaluations, and to the editorial team for their unwavering dedication. I would also like to express my deep appreciation to our Editor-in-Chief, Prof. Subodh Kesharwani, whose visionary leadership continues to guide the journal toward excellence.

As you engage with this issue, I encourage you to reflect critically on the insights presented and explore their implications across research, practice, and policy. It is through such engagement that we collectively contribute to advancing knowledge and innovation.

Thank you for your continued support and association with GJEIS. Together, let us continue to strengthen the frontiers of interdisciplinary research and scholarly excellence.

With effect from Volume 18, the journal will adopt a new digital submission system through its official website. All manuscripts will be submitted and processed through the journal portal after author registration.

Authors are requested to follow this revised submission procedure for all future submissions. As registration is currently available by invitation only, the editorial team will assist authors with the registration and submission process.

For further guidance or clarification, authors are encouraged to stay in contact with the concerned Handling Editors and the Executive Editor.

Sincerely,

**Kanishk Koushik**

(Executive Editor, GJEIS (Since, October 2025))




**Kanishk Koushik** is currently a full-time Ph.D. Research Scholar at IGNOU, New Delhi. He holds a B.Com (Hons) from the University of Delhi and an M.Com from IGNOU. He is UGC-JRF qualified in Commerce and has also obtained certification in Financial Planning from the Financial Planning Standards Board.

He has published six research papers in Scopus, ABDC, and Web of Science (WoS) indexed journals. He has also presented his research at four international conferences, including two conferences organized by the Indian Institutes of Management (IIMs). In addition, he serves as a reviewer for reputed SAGE and Springer journals, contributing to the academic peer-review process.

His research interests include Cause-Related Marketing, Corporate Social Responsibility, Consumer Behaviour, Spirituality and Purchase Intention, Country of Origin, and Brand Activism.

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