

Message from Managing Editors

Dear Readers,

I am pleased to introduce Volume 17, Issue 4 of the Global Journal of Enterprise Information Systems (GJEIS), as we continue our commitment to presenting high-impact research and contemporary perspectives across diverse and evolving disciplines.

This issue brings together a comprehensive collection of scholarly works that reflect the dynamic intersections of finance, technology, sustainability, education, and societal transformation. Among the featured contributions is a study examining the impact of the Global Financial Crisis and COVID-19, offering valuable insights into economic resilience and systemic shifts. The paper on the role of emotions in digital payment adoption intention highlights the growing significance of behavioural factors in shaping financial technology acceptance.

Further enriching the financial discourse, the research on ESG-themed equity mutual funds reflects the increasing global emphasis on sustainable and responsible investment practices. The issue also addresses workforce and organizational concerns through a study on work-life balance patterns in the hotel sector, a topic of critical importance in today's evolving work environments.

In the domain of education and policy, the paper on the role of NEP 2020 in management education provides important insights into academic transformation, while the study on the role of artificial intelligence in digital education underscores the rapid integration of technology into learning systems. Additionally, the exploration of adoption and resistance to robo-advisory services sheds light on emerging challenges and opportunities within the fintech landscape.

From a broader perspective, this issue includes literature reviews on global trends in women's political empowerment, sustainable supply chain management and organizational performance, credit risk management practices, and financial performance measurement frameworks. The study on the integration of GI-tagged products into Indian tourism promotion highlights the significance of cultural sustainability and regional economic development.

The issue is further strengthened by bibliometric analyses on influencer marketing in hospitality and algorithm-driven attitudinal shifts, reflecting the growing importance of data-driven research in understanding contemporary consumer behaviour. 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 submission in this issue has undergone a rigorous double-blind peer review process, ensuring high standards of academic quality, originality, and relevance. I extend my sincere gratitude to all contributing authors, reviewers, and editorial board members for their dedication and scholarly efforts. My heartfelt appreciation also goes to Prof. Subodh Kesharwani, Editor-in-Chief, for his visionary leadership and continued guidance.

We hope this issue inspires meaningful research, encourages critical dialogue, and supports informed decision-making across disciplines. We look forward to your continued engagement and valuable contributions in future issues of GJEIS.

Sincerely,


Jyoti

(Managing Editor, GJEIS), Since 2018



Dr. Jyoti has completed her Doctoral Research study in Marketing Management from SOMS (IGNOU), New Delhi. She has done her B.Com (H) from Shri Ram College of Commerce (University of Delhi), M.com from Hansraj College (University of Delhi) and qualified UGC- NET JRF in Commerce. She has been a part of various Seminars, Paper Presentations, Faculty Development Programmes and National and International Conferences. She has published few papers related to theme of Cyber Security, IoT, Blockchain, Relationship Marketing, Digital Payments, E-service Quality, E-banking etc. in reputed journals. She is an enthusiastic learner who believes in maintaining and maximizing the quality of life by implementing her skills, and experience gained through education, hard work and dedication.

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Message from Managing Editors

Dear Readers,

GJEIS returns with another vibrant and thought-provoking issue that continues our tradition of academic excellence and multidimensional scholarship. A warm welcome to all our readers—seasoned scholars, curious practitioners, and emerging researchers—who rely on this platform to access well-curated and impactful research.

This current issue embraces a blend of empirical investigations, conceptual frameworks, and real-world case studies. Readers will find compelling research on the impact of the Global Financial Crisis and COVID-19, the role of emotions in digital payment adoption intention, and the performance measurement of ESG-themed equity mutual funds, reflecting the evolving financial and investment landscape. The issue also explores work-life balance patterns in the hotel sector, highlighting important organizational and workforce dynamics.

In the domain of education and policy, the role of NEP 2020 in shaping management education and the integration of artificial intelligence in digital education offer valuable insights into the transformation of learning ecosystems. Further, the study on adoption and resistance to robo-advisory services highlights the growing relevance of fintech and user behaviour in financial decision-making.

From a broader perspective, the issue includes significant literature-based contributions on global trends in women's political empowerment, sustainable supply chain management and organizational performance, credit risk management practices, and financial performance measurement frameworks. The paper on the integration of GI-tagged products into Indian tourism promotion adds a unique cultural and economic dimension to the discussion.

The issue is further enriched by bibliometric analyses on influencer marketing in hospitality and algorithm-driven attitudinal shifts, along with a student research initiative exploring the linkages between online gaming addiction and learning engagement, reflecting emerging behavioural challenges in the digital era.

GJEIS remains committed to publishing only those works that meet our rigorous double-blind review standards, ensuring academic integrity and research relevance. Each article represents the collective effort of thoughtful inquiry, peer collaboration, and editorial diligence.

It is my privilege to continue as Managing Editor and to collaborate with such a vibrant scholarly community. I extend heartfelt thanks to all our contributors, reviewers, and editors. A special acknowledgment goes to Prof. Subodh Kesharwani, our Editor-in-Chief, for his inspiring leadership and continuous vision for the journal.

We hope this issue not only adds value to your professional insights but also inspires you to contribute and engage more deeply with the GJEIS community.

Sincerely,

Shailza
(Managing Editor, GJEIS), Since 2018



Dr. Shailza is an Assistant Professor at Don Bosco Institute of Technology, GGSIPU and completed her Doctoral Research from School of Management Studies (IGNOU), New Delhi. She specializes in Marketing and has completed her M.Phil in Commerce from IGNOU on “The Adoption of Digital Payment System: A study of Delhi NCR”. She has done her B.Com (Hons) from Vivekananda College and M.Com from Delhi School of Economics, University of Delhi and qualified UGC-NET JRF thrice. She has been a part of various Seminars, Paper Presentations, Faculty Development Programme and National and International Conferences. She has presented and published few papers on Influencer Marketing, Digital Payments, IoT, Blockchain, Mobile banking, etc. She is a hardcore believer to work on her own initiative and also as a part of team. She excels in her analytical skills with a global outlook and foresightedness which is the need of hour. She believes “A dream does not become reality through magic; it takes sweat, determination and hard work.”

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Message from Managing Editors

Dear Readers,

I warmly welcome our readers, scholars, and practitioners to Volume 17, Issue 4 of the *Global Journal of Enterprise Information Systems (GJEIS)*. With each issue, the journal continues to expand its scope by addressing emerging and interdisciplinary themes across management, technology, finance, and sustainability. Through a rigorous and transparent peer-review process, we remain committed to delivering high-quality and impactful research.

This issue brings together a diverse range of scholarly contributions reflecting contemporary global challenges. Readers will find insightful research on the impact of the Global Financial Crisis and COVID-19, the role of emotions in digital payment adoption, and the performance of ESG-themed mutual funds. The issue also explores work-life balance in the hotel sector, along with the role of NEP 2020 in management education and the growing importance of AI in digital learning environments.

Further, the issue presents valuable perspectives on robo-advisory adoption, women's political empowerment, sustainable supply chain management, and credit risk management practices. Contributions on financial performance measurement and the integration of GI-tagged products into tourism promotion add important economic and cultural dimensions. The issue is further enriched by bibliometric studies on influencer marketing in hospitality and algorithm-driven behavioural insights, along with a student research initiative on online gaming addiction and learning engagement.

Serving as the Managing Editor of GJEIS continues to be an enriching and rewarding experience. I extend my heartfelt gratitude to Prof. Subodh Kesharwani, Editor-in-Chief, for his visionary leadership and constant guidance.

We sincerely appreciate the efforts of our authors and reviewers whose dedication ensures the quality and credibility of the journal. We also invite continued collaboration and contributions as we strive to foster meaningful academic dialogue and innovation.

Sincerely,

Sonakshi Jaiswal

(Managing Editor, GJEIS), Since 2019




Mrs. Sonakshi Jaiswal is an Assistant Professor in the Department of Commerce at Nizam College, Hyderabad. Her areas of expertise encompass Marketing and Finance, with specialization in Taxation, Corporate Accounts, Business Organization and Management, Business Statistics, Banking, E-commerce, and Information Technology. She is currently pursuing her Doctoral Degree with a specialization in Marketing from Indira Gandhi National Open University, New Delhi.

She has an outstanding academic record. She completed her Master of Commerce with Distinction and secured the 10th rank at Osmania University, Hyderabad. Additionally, she holds a Master of Business Administration with Distinction from Osmania University and a Bachelor of Commerce (E-commerce) from Nizam College, where she achieved the 1st rank. She has also qualified the Telangana State Eligibility Test (SET) and the National Eligibility Test (NET) conducted by UGC, New Delhi, in 2017.

Her scholarly contributions include numerous publications in national and international journals. She has presented research papers on various marketing topics at academic forums, seminars, and conferences, and has actively participated in Faculty Development Programmes, seminars, and workshops. She also co-authored a book titled "Indian Financial System", published by Himalaya Publishing House during the year 2023–24.

As a member of the Telangana Commerce Association (TCA), she remains committed to continuous learning and expanding her knowledge base. She strongly believes that every challenge is an opportunity in disguise, and with determination, obstacles can be transformed into stepping stones for success.

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