

Message from Managing Handling Editors

Dear Readers,

“ As the Managing Handling Editor of the *Global Journal of Enterprise Information Systems (GJEIS)*, I am pleased to present Volume 17, Issue 4 (2025) of our journal. This issue continues our tradition of publishing diverse, relevant, and intellectually stimulating research contributions across interdisciplinary domains.

The current issue features research papers covering a wide range of contemporary themes. These include 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, highlighting evolving trends in financial systems and investment behaviour. The issue also presents insightful studies on work-life balance in the hotel sector, the role of NEP 2020 in management education, and the integration of AI in digital education, reflecting the ongoing transformation in organizational and educational landscapes.

Additionally, this edition includes valuable contributions on adoption and resistance to robo-advisory services, women's political empowerment, and key areas such as sustainable supply chain management, credit risk management practices, and financial performance measurement. The study on the integration of GI-tagged products into tourism promotion further highlights the significance of cultural and economic sustainability.

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

At GJEIS, we remain committed to maintaining academic excellence through a rigorous double-blind peer review process. Each manuscript undergoes careful evaluation to ensure quality, originality, and meaningful contribution to research and practice.

I sincerely thank all the authors for their scholarly efforts and our reviewers for their dedication and constructive feedback. I also extend my gratitude to our Editor-in-Chief, Prof. Subodh Kesharwani, and the editorial team for their continued guidance and coordination in bringing out this issue successfully.

Thank you for your continued support and encouragement. I hope you find this issue informative, insightful, and valuable for your academic and professional pursuits.”

Sincerely,

Parveen
Managing Handling Editor, GJEIS, (Since October 2025)



Mr. Parveen is currently pursuing his Ph.D. in Commerce from Indira Gandhi National Open University (IGNOU), New Delhi. He holds a Bachelor of Commerce (B.Com) and Master of Commerce (M.Com) degree from Maharshi Dayanand University, Rohtak.

His doctoral research focuses on the adoption and impact of robo-advisory services among retail investors in India, examining the evolving role of financial technologies in transforming investment behaviour. He has qualified the UGC-NET JRF in Commerce, reflecting his strong academic foundation and research aptitude.

His research interests lie at the intersection of Finance and Technology, particularly in Financial Technologies (FinTech), Taxation, Artificial Intelligence, and digital financial advisory systems. He is deeply interested in exploring how Artificial Intelligence is reshaping investment decision-making and the future of financial advisory services.

He believes in continuous learning and intellectual growth, 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>

Message from Managing Handling Editors

Dear Esteemed Readers,

I am pleased to present Volume 17, Issue 4 of the Global Journal of Enterprise Information Systems (GJEIS) in my role as Managing Handling Editor. It is an honor to contribute to a journal of such repute. This issue continues to reflect the journal's commitment to publishing high-quality and forward-looking research across diverse domains.

This issue brings together articles that address the fast-changing realities of today's world. The contributions explore important areas such as 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, highlighting key developments in financial systems and investment practices. The issue also examines work-life balance in the hotel sector, along with the role of NEP 2020 in management education and the growing significance of AI in digital learning environments.

In addition, the issue presents insights into robo-advisory adoption and resistance, 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 provide both economic and cultural perspectives. The issue is further enriched with bibliometric studies on influencer marketing in hospitality and algorithm-driven behavioural insights, along with a student research initiative exploring online gaming addiction and learning engagement.

GJEIS continues to serve as a platform that encourages cross-disciplinary research and the integration of knowledge to address complex global challenges. I invite you to explore the diverse and engaging research featured in this issue as we continue to promote knowledge and innovation.

I would also like to sincerely thank the editors, authors, and reviewers for their valuable contributions. My special gratitude goes to our Editor-in-Chief, Prof. Subodh Kesharwani for his dedication and efforts in bringing this issue together.

We truly appreciate your continued readership and support, and we look forward to exploring future issues together. ”


Sincerely,

Himani Choudhery
Managing Handling Editor, GJEIS, (Since October 2025)



Himani Choudhery completed her B.Com from the University of Delhi and her M.Com from IGNOU. She is currently pursuing her PhD at the Indira Gandhi National Open University (IGNOU), New Delhi. Her areas of interest and specialization include branding, content marketing, digital marketing, emerging technologies such as augmented reality (AR), virtual reality (VR), and virtual try-on (VTO), e-commerce, and consumer psychology. She is also a UGC-JRF qualified scholar. She draws inspiration from Aristotle's philosophy, which reminds us to be grateful not only to thinkers whose ideas we agree with, but also to those whose perspectives may seem limited, as every contribution helps in the growth and development of human understanding.

 himani9712@gmail.com

 <https://orcid.org/0009-0003-4975-0611>