

Message from Associate Handling Editors

To My Respected Readers,

“ It is my distinct privilege, as an Associate Handling Editor, to present Volume 17, Issue 4 of the Global Journal of Enterprise Information Systems (GJEIS). This issue continues our enduring commitment to publishing rigorously peer-reviewed research that reflects academic excellence, integrity, and relevance to the evolving landscape of enterprise information systems.

The current issue brings together a diverse and insightful collection of scholarly contributions addressing contemporary themes across finance, management, technology, and society. The featured studies explore critical areas such as the impact of crises on the efficiency and performance of Indian banks using advanced analytical approaches; the role of emotions in shaping Generation Z's behavioural intentions toward digital financial services; and the implications of the National Education Policy (NEP 2020) for management education.

Further, this issue highlights emerging transformations driven by digital innovation, including artificial intelligence-enabled skill development, robo-advisory adoption, and AI's expanding influence on marketing strategies and consumer behaviour. It also presents comprehensive literature reviews on sustainable supply chain management, credit risk practices in banking, financial performance determinants, and women's political empowerment through systematic methodologies such as the PRISMA framework.

In addition, the issue delves into contemporary socio-behavioural concerns, including the relationship between online gaming addiction and learning engagement among medical students, as well as work-life balance patterns in the hospitality sector. The inclusion of bibliometric and narrative reviews further strengthens the analytical depth and scholarly contribution of this volume.

Each manuscript published in this issue has undergone a stringent double-blind peer review process, ensuring the highest standards of quality, neutrality, and academic rigor. This reflects our continued dedication to advancing knowledge and fostering meaningful discourse within the academic and professional community.

I extend my sincere gratitude to our Editor-in-Chief, Professor Subodh Kesharwani, for his visionary leadership and unwavering guidance. I also wish to acknowledge the invaluable contributions of our authors, reviewers, and editorial board members, whose collective efforts make this publication possible.

As we present this issue, I invite our readers to engage deeply with the research and join us in our shared pursuit of inquiry, innovation, and intellectual growth in the field of enterprise information systems. ”

Warm Regards!

Ritu

(Associate Handling Editor, GJEIS), Since 2024

Dear Readers,

“ It is a privilege to present Volume 17, Issue 4 of the Global Journal of Enterprise Information Systems (GJEIS) in my role as Associate Handling Editor. Being part of this esteemed journal provides a valuable opportunity to engage with diverse and impactful research that addresses contemporary challenges across multiple disciplines.

This issue brings together a wide range of studies reflecting current developments in finance, technology, management, and sustainability. It includes 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, highlighting important trends in financial behaviour and investment practices.

The issue also explores work-life balance in the hotel sector, the role of NEP 2020 in management education, and the increasing integration of artificial intelligence in digital learning environments. Further contributions focus on robo-advisory adoption and resistance, women's political empowerment, and sustainable supply chain management and organizational performance.

In addition, the issue presents studies on credit risk management practices, financial performance measurement, and the integration of GI-tagged products into tourism promotion, reflecting both economic and cultural perspectives. It is further enriched by bibliometric analyses on influencer marketing in hospitality and algorithm-driven behavioural insights, along with a student research initiative examining online gaming addiction and learning engagement.

All articles in this issue have undergone a rigorous double-blind peer-review process, ensuring high standards of quality, originality, and academic integrity. I extend my sincere gratitude to the authors, reviewers, and the editorial board for their dedication and contributions.

I would also like to express my appreciation to Professor Subodh Kesharwani, Editor-in-Chief, for his continued guidance and leadership in maintaining the journal's excellence.

As you explore this issue, I encourage you to engage with the research and reflect on its relevance in shaping future academic and practical advancements. ”

Warm Regards!

Sayed Zehra

Associate Handling Editor GJEIS (Since October 2025)



Ms. Ritu is currently pursuing a Ph.D. from Indira Gandhi National Open University (SOMS), New Delhi. She specialises in Finance and Accounting.

She has done her B.Com (Hons) from Aditi Mahavidyalaya College and M.Com from Zakir Husain Delhi College, University of Delhi and qualified UGC-NET JRF four times in a row. She has published and presented her chapter titled “Post-COVID Challenges Faced by Teachers: A Narrative Study” and a Case Study titled “Amazon's Success Models and Factors-A Case Study.” in National Conferences. Also she has presented a paper titled “OTT Platform and Consumer Behaviour: A Systematic Literature Review and Future Research Agenda” in annual international commerce conference. She has been a part of various Conferences, Doctoral Research Workshops, Training programmes, and Faculty Development programmes held at the National and International levels. She believes “*Wisdom is not a product of schooling but of the lifelong attempt to acquire it – Albert Einstein.*”

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Dr. Syeda Zehra has pursued her Doctoral Degree from Indira Gandhi National Open University (IGNOU). She possesses a strong academic background in Commerce and Management, with specialization in Accounts and Marketing. Her areas of expertise include Economics, Corporate Accounting, International Trade, Banking, and Business Laws. Presently, she is serving at Villa Marie College for Women, Hyderabad. She is also an active professional member of the Telangana Commerce Association.

She has an outstanding academic record. She completed her Master of Commerce from Osmania University with Distinction, specializing in Accounts. Additionally, she holds a Master of Business Administration from Osmania University with specialization in Marketing and a Bachelor of Commerce degree from Osmania University.

Her scholarly contributions include the publication of several research papers in various academic journals. She has also co-authored a book titled “Indian Financial System”, published by Himalaya Publishing House during the academic year 2023–24. Her academic interests and contributions reflect her dedication towards research, teaching, and the advancement of knowledge in the fields of Commerce and Management.

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