

Message from Assistant Handling Editors

To My Respected Readers,

“ It gives me great pleasure to welcome you to Volume 17, Issue 4 of the *Global Journal of Enterprise Information Systems (GJEIS)*. This issue reflects the journal's continued dedication to promoting interdisciplinary research that addresses the rapidly changing dimensions of technology, finance, education, management, sustainability, and society.

The present issue features a thoughtfully curated collection of empirical studies, review papers, thematic explorations, and research initiatives that collectively capture the complexities of today's academic and professional landscape. Several papers in this issue focus on the transformation of financial systems and consumer behaviour, including studies on the Global Financial Crisis and COVID-19, digital payment adoption behaviour, and the performance of ESG-themed mutual funds. These contributions provide valuable insights into evolving investment practices, financial inclusion, and technology-driven economic transformation. The issue also emphasizes the growing relevance of education and human resource development in a digital era. Research on the role of NEP 2020 in management education, the integration of artificial intelligence in digital education, and the empirical paper titled “Construction and Validation of Scale to Measure Perceptions of Students towards Blended Learning in Higher Education” highlight how educational institutions are adapting to technology-enabled and learner-centric approaches. These studies carry important implications for educators, academic institutions, researchers, and policymakers working toward strengthening higher education systems.

Additionally, this issue includes meaningful discussions on work-life balance in the hotel sector, women's political empowerment, robo-advisory adoption and resistance, and sustainable supply chain management, reflecting the journal's commitment to addressing organizational, societal, and governance-related concerns. Papers on credit risk management practices, financial performance measurement, and the promotion of GI-tagged products through tourism further contribute to contemporary discourse on economic sustainability and strategic development. The issue is further enriched by bibliometric analyses examining influencer marketing in hospitality and algorithm-driven attitudinal behaviour, along with a student research initiative exploring the relationship between online gaming addiction and learning engagement in the digital age.

This collection of research will be beneficial for a wide audience, including research scholars, academicians, educators, policymakers, management professionals, financial analysts, technology practitioners, and students, by providing contemporary perspectives and practical insights into emerging global trends.

At GJEIS, every manuscript undergoes a rigorous double-blind peer-review process to ensure originality, methodological rigor, and academic relevance. I sincerely appreciate the dedicated efforts of our authors, reviewers, and editorial team in maintaining the quality and integrity of the journal.

I would also like to extend my heartfelt gratitude to our Editor-in-Chief, Prof. Subodh Kesharwani, for his constant guidance, encouragement, and visionary leadership that continue to strengthen the journal's academic standing.

I hope this issue stimulates meaningful discussions, inspires innovative thinking, and contributes to future research and practice across disciplines.”

Warm Regards!

Rubina Bhardwaj

Assistant Handling Editor, GJEIS (Since October, 2025)

Dear Valued Readers,

“ It is with great pleasure that I, as the Assistant Handling Editor of the *Global Journal of Enterprise Information Systems (GJEIS)*, present Volume 17, Issue 4 of our journal. This edition reaffirms our dedication to promoting high-quality academic research through a carefully curated collection of scholarly contributions that reflect the evolving dynamics of enterprise information systems and allied domains. This issue, curated through a rigorous review process, presents a diverse range of contemporary research spanning finance, management, technology, sustainability, and public policy. The contributions address important themes 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 behaviour.

The issue also explores work-life balance in the hotel sector, the role of NEP 2020 in management education, and the growing influence of artificial intelligence in digital education, reflecting the transformation of learning and organizational environments. Further, it includes insights into robo-advisory adoption and resistance, women's political empowerment, sustainable supply chain management, credit risk management practices, and financial performance measurement.

In addition, the study on the integration of GI-tagged products into tourism promotion emphasizes the importance of cultural sustainability and regional development. The issue is further enriched by 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.

In alignment with our commitment to academic integrity, all submissions undergo a stringent double-blind peer-review process, ensuring that every article meets the highest standards of quality, originality, and relevance. I extend my heartfelt thanks to our authors for their valuable contributions and to our reviewers for their dedicated efforts and constructive feedback.

A special note of appreciation goes to our Editor-in-Chief, Prof. Subodh Kesharwani, for his unwavering dedication and guidance, which continue to strengthen the journal's academic excellence.

As you explore this issue, I encourage you to engage critically with the research and reflect on its implications for both academic inquiry and practical application. We hope this edition of GJEIS inspires further research and innovation.”

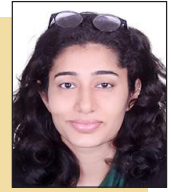
Thank you for your continued support and readership.

Warm Regards!

Sapna Kataria

Assistant Handling Editor, GJEIS (Since 2025)


Rubina Bhardwaj is a scholar, educator, and academic professional based in New Delhi, India. Currently serving as an Assistant professor (guest basis) at Motilal Nehru College, University of Delhi, and as an Academic Counsellor at IGNOU.




Her professional certifications include a course in Strategic Management from the Indian Institute of Management, Bangalore; a Post Graduate Diploma in International Business Operations from IGNOU; a two year Diploma in Citizenship and Cultural Richness from St. Stephen's College, University of Delhi.

Committed to ongoing professional growth, she has participated in a Faculty Development Programme on “Enabling Teachers with AI Tools & Innovative Approaches for Effective Teaching-Learning” and has further strengthened her research competencies through an advanced workshop on “Meta-Analysis & Systematic Literature Review (SLR)”.

Her areas of expertise encompass curriculum design, skill development, research, mentoring and counselling, programme management, and collaborative academic communication


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Sapna Kataria is currently serving as an Assistant Professor at Rukmini Devi Institute of Advanced Studies (RDIAS), Delhi. She has two years of teaching experience. She is pursuing her Ph.D. from IGNOU, New Delhi, focusing on Financial Technology. Her research interests span Financial Technology. She is a UGC NET JRF (2016) qualified scholar with a strong academic foundation, holding a Master of Commerce (M.Com) and a Bachelor of Commerce (B.Com Hons) from Maharshi Dayanand University, Rohtak. She is an University rank holder in graduation. She is the Gurugram PhD Entrance exam 2024 topper. She has also done her Bachelor of Education from CRSU, Jind, Haryana. She has further enriched her expertise through certifications from Yale University, the University of Pennsylvania, IESE University of Navarra, and the University of Minnesota in areas such as financial markets, investment risk management, corporate finance, and human resource management. She has also published a research study titled “A Bibliometric Analysis of BNPL Trends: An Empirical Investigation.”



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