

Guest Editorial

This special focus issue belongs to the annual conference on “Innovating for Impact: Digital Technologies for Public Administration, Engineering Application, Environmental Protection, Sustainable Business Operations, and Healthcare.” This conference was organized by Confab 360 Degree in collaboration with Manipal Academy of Higher Education, Dubai Campus; Rushford Business School, Switzerland; and European Global Institute of Innovation and Technology, Malta, on 19th and 20th February 2025. The official venue of the conference was the Manipal Academy of Higher Education, Dubai Campus. The chief patron(s) of the conference were Prof. (Dr.) S. Sudhindra, MAHE, Dubai; Prof. (Dr.) Tufail Syed; Prof. (Dr.) Padmakali Banerjee; and Prof. (Dr.) Nishu Ayedee. The patron(s) of the conference were Prof. (Dr.) Anuj Kumar, Prof. (Dr.) S.K. Pandey, Prof. (Dr.) Sunitha Prabhuram, Prof. (Dr.) Alok Satsangi, and Prof. (Dr.) Kanika Gupta. Prof. (Dr.) Anuj Kumar was also heading the editorial board of the conference. In this conference, more than 400 papers have been received, and 160 papers have been shortlisted for the conference presentation. More than 400 authors have participated in the conference as authors and co-authors of the papers. Out of 160 papers, 10 extended papers have been shortlisted for the special issue of the *International Journal of Interactive Mobile Technologies*. The authors have reviewed and revised these papers before shortlisting them.

Here are the brief descriptions of papers shortlisted for this issue.

1. Learning Needs Including Preferences and Digital Technologies: A Study of Mature Students in Higher Education in England

This qualitative investigation offers insights into the motivations, digital preferences, and lifelong learning aspirations of mature students in England. By exploring intrinsic and extrinsic factors shaping their academic journeys, the study underscores the significance of the adaptive pedagogies and digital technologies, including AI and IoT, to enhance engagement and learning outcomes.

2. The Role of Smart-Phone based Interactive Technology in Marketing

This paper delves into how messaging applications like WhatsApp revolutionize marketing strategies by fostering personalized consumer interactions. Through a theoretical and practical exploration, the study highlights the power of mobile interactivity in shaping consumer behavior, building trust, and driving digital marketing success across sectors.

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3. Sustainable Futures: Exploring the Power of Mobile Technologies in Eco-Friendly Product Promotion

Focusing on green entrepreneurship, this study investigates how mobile technologies support the global promotion of eco-friendly products. Through mobile apps and social media, businesses connect with conscious consumers, enabling market access, trust building, and real-time engagement while identifying barriers like digital literacy and infrastructure.

4. From Touch to Talk: Transforming Mobile Interactions with Voice-Based Artificial Intelligence

Grounded in the Technology Acceptance Model, this empirical study explores the adoption of voice-based AI by Indian mobile users. Using PLS-SEM, it identifies key drivers such as trust, localization, and social presence and presents a nuanced understanding of how voice technology is reshaping mobile interactions and user behavior.

5. AI-Powered and Mobile-Integrated Assessment Models Using Random Forest: Redefining Examinations and Grading

This innovative study introduces an AI-based assessment system leveraging Random Forest algorithms to enhance grading accuracy and reduce human bias. Integrated with mobile applications, the model promotes real-time feedback and equitable evaluation, positioning itself as a transformative tool for education systems worldwide.

6. Gamification in Corporate Training: Enhancing Employee Performance through Mobile Learning

This literature review examines the growing role of gamified mobile learning in corporate training. By highlighting engagement strategies from industry leaders and identifying potential risks, the study offers strategic insights into optimizing employee performance, motivation, and learning outcomes through interactive digital platforms.

7. How Mobile E-Commerce is Revolutionizing Marketing Strategies for Indian MSMEs

This conceptual paper presents a new multi-theory framework explaining how Indian MSMEs strategically utilize mobile e-commerce tools. Bridging gaps in existing adoption models, it explores value co-creation, customer engagement cycles, and policy enablers like Digital India and UPI, shedding light on mobile-driven marketing transformation.

8. Uncovering the Paradox: Digital Shifts in Human Resource Management through Mobile Technology and Wireless Communication – A Content Co-occurrence Analysis Using Citespace

Using content co-occurrence analysis via CiteSpace, this study maps the evolution of HRM in the digital era. It highlights mobile and wireless innovations, including M-learning and cloud computing, that redefine HR practices while addressing challenges like data privacy and the need for human-centric digital integration.

9. ChequeGuard: A Mobile-Enabled Blockchain Framework to Mitigate Fake Cheque Scams

Addressing financial fraud, this paper proposes a mobile blockchain solution for real-time cheque authentication. Through decentralized technology and secure mobile infrastructure, the ChequeGuard framework enhances transaction transparency and financial inclusion, offering a scalable model for digital trust in banking operations.

10. Ethical and Governance Frameworks for Artificial Intelligence: A Systematic Literature Review

This systematic review analyzes global efforts to govern AI ethically, comparing legal frameworks, institutional policies, and best practices across jurisdictions. It highlights consensus on ethical principles like transparency and accountability while calling for cohesive global standards to ensure responsible AI deployment in key sectors.

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