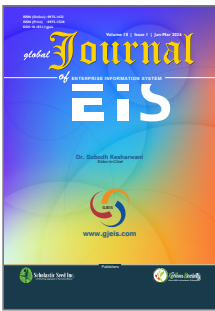


From the Desk of the Editor-in-Chief



Dear Esteemed Readers,

It gives me immense pleasure to welcome you to Volume 18, Issue 1 of the *Global Journal of Enterprise Information Systems (GJEIS)*. The beginning of a new volume represents more than the continuation of a publication cycle; it provides an opportunity to reassess the changing landscape of scholarship and to identify the questions that demand sustained academic, managerial, technological, and policy attention.



The present issue brings together eight diverse yet interconnected contributions spanning higher education, employability, software quality assurance, artificial intelligence, economic systems, gender equality, digital marketing, consumer behaviour, and brand activism. Through empirical research, conceptual inquiry,

case-based analysis, viewpoint development, and comprehensive reviews of literature, the papers collectively reflect the increasingly interdisciplinary character of contemporary enterprise research.

A central concern running across this issue is the relationship between technology and human agency. Digital technologies are no longer merely operational tools; they increasingly influence institutional structures, learning processes, organizational decision-making, market behaviour, and social interaction. Consequently, researchers and practitioners must move beyond questions of technological capability and examine the conditions under which technology remains accountable, inclusive, human-centred, and socially responsible.

One of the most timely contributions examines the transition toward the “Agentic AI University.” Unlike conventional generative tools that respond to prompts, agentic systems can pursue goals, navigate platforms, coordinate tasks, and perform multi-stage actions with limited human intervention. The paper proposes a dual framework of operational and pedagogical resilience, emphasizing that universities must develop governance safeguards, auditability, human oversight, privacy protection, critical AI literacy, and assessment practices that preserve evidence of genuine learning. It cautions against both the unconditional acceptance and outright rejection of AI, advocating instead for institutional arrangements in which intelligent systems strengthen access and support without displacing human responsibility, ethical judgement, and academic credibility.

This discussion is complemented by the review on bounded rationality and artificial intelligence in decision-making. Drawing upon Herbert Simon’s foundational theory, the paper argues that AI does not eliminate the limitations of rational decision-making; rather, it relocates those limitations from human cognition to computational systems. While AI can improve speed, pattern recognition, and decision quality across fields such as healthcare, finance, and manufacturing, it can also introduce algorithmic bias, cognitive dependence, opaque choice architectures, privacy concerns, and environmental costs. The proposed notion of “AI-influenced rationality” is particularly relevant because it recognizes that AI does not remain external to human judgement but increasingly structures the information, alternatives, and prompts through which decisions are made.

The practical dimensions of technological transformation are further represented through the paper on the optimization and improvisation of operational processes in quality assurance using the House of Quality. By extending Quality Function Deployment and the House of Quality framework beyond traditional manufacturing settings, the study demonstrates how stakeholder expectations can be translated into prioritized software-testing and operational parameters. Its integration of Voice of Customer inputs, risk-based regression testing, automation enhancement, parallel execution, Pareto analysis, Fishbone analysis, and scatter diagrams provides a structured approach to improving test efficiency and reducing defect leakage. The study is valuable for software organizations seeking to align customer requirements, technical priorities, and continuous quality improvement within agile environments.

The issue also gives significant attention to higher education, employability, and institutional support. The empirical paper titled “*Empowering Futures: A Case Study on Delhi University Women Colleges Student’s Perspectives on Campus Training and Placement Initiatives*” examines how Training and Placement Cells contribute to the career preparedness of undergraduate women students. The findings highlight the role of self-efficacy, self-perception, expectations, academic discipline, and awareness of institutional services in shaping students’ satisfaction and participation. At a time when higher education institutions are increasingly evaluated not only by the knowledge they impart but also by the pathways they create toward meaningful employment, this study offers relevant insights for strengthening career counselling, placement outreach, confidence-building initiatives, and inclusive employability support.

The concern with inclusion extends into the paper on institutional constraints on gender equality in India through the framework of Sustainable Development Goal. Rather than treating gender inequality as merely a gap in measurable outcomes, the study examines the institutional mechanisms through which inequality is reproduced. Its triangulated analysis of discrimination, gender-based violence, harmful practices, labour-market arrangements, policy enforcement, social norms, and access to institutions shows that the principal challenge is not simply the absence of laws or programmes. Meaningful progress depends upon implementation capacity, institutional accessibility, accountability, and the transformation of deeply embedded gendered structures. The paper therefore offers important implications for policymakers, development institutions, researchers, and organizations working toward substantive rather than merely formal gender equality.

A broader structural interpretation of inequality and instability is offered through the paper on world-system theory and crises in capitalism. By revisiting the relationships among core, semi-peripheral, and peripheral regions, the paper examines how unequal exchange, capital accumulation, shifting production structures, Kondratiev cycles, and systemic instability generate recurring crises within the capitalist world economy. Its critical discussion reminds readers that economic crises should not be interpreted solely as isolated disruptions; they may also reflect deeper historical and structural contradictions. At a time marked by financial uncertainty, geopolitical fragmentation, uneven development, resource pressures, and renewed debates concerning globalization, such theoretical reflection remains highly relevant.

The issue also addresses the transformation of markets and consumer relationships through two important marketing reviews. The paper on social media marketing activities and consumer purchase intention synthesizes research on entertainment, interactivity, customization, trendiness, informativeness, electronic word of mouth, trust, engagement, perceived value, and purchase behaviour. It draws attention to the fact that contemporary consumers are not passive recipients of promotional communication. They encounter brands through interactive, personalized, visually rich, and socially validated digital environments. The review therefore offers valuable insights for researchers and practitioners seeking to understand how social media activities influence attitudes, relationship quality, engagement, and purchasing intentions across industries and cultural contexts.

Extending the discussion from digital engagement to corporate sociopolitical responsibility, the bibliometric study “From Silence to Stance: Mapping the Rise of Brand Activism Research” traces the evolution, intellectual structure, and thematic development of brand activism scholarship. The analysis identifies authenticity, woke washing, political ideology, social media, boycott, buycott, brand purpose, corporate social responsibility, and consumer-brand identification as central themes. The growing attention to brand activism reflects a fundamental shift in the marketplace: consumers increasingly expect brands to articulate their values and respond to social, political, ethical, and environmental concerns. At the same time, such engagement creates considerable risks when public statements are inconsistent with organizational conduct. The paper therefore underscores the importance of authenticity, value alignment, stakeholder sensitivity, and responsible communication when brands take positions on contentious issues.

Taken together, the eight papers in this issue reveal several important connections. Technology must be evaluated in relation to governance and human judgement. Educational institutions must integrate innovation with employability, integrity, and inclusion. Organizations must combine operational efficiency with stakeholder responsiveness. Markets must be understood through changing digital interactions and social expectations. Public policies must be assessed not only by their formal design but also by the institutions responsible for their implementation. Economic and social crises, likewise, require analytical perspectives that connect immediate outcomes with deeper structural conditions.

The potential audience for this issue is therefore extensive. Researchers and doctoral scholars will find theoretical frameworks, methodological approaches, empirical findings, and clearly identified avenues for future investigation. Educators and higher education administrators will benefit from discussions concerning employability, AI governance, assessment integrity, and institutional resilience. Software professionals and quality managers will find practical applications of customer-centred quality frameworks. Marketing practitioners and brand managers will gain insights into social media engagement, purchase intention, authenticity, and activist brand communication. Policymakers and development professionals will find relevant perspectives on gender equality, institutional capacity, economic crises, and responsible technological governance.

As with every issue of GJEIS, the manuscripts included in this edition have passed through a structured review and editorial process intended to strengthen academic quality, relevance, and integrity. The diversity of categories represented in this issue reaffirms the journal's commitment to providing space for empirical research, thematic analysis, viewpoints, case-based scholarship, and reviews of literature.

I extend my sincere gratitude to all the authors for entrusting GJEIS with their scholarly work. I also acknowledge the reviewers whose careful evaluations and constructive observations have contributed significantly to improving the manuscripts. My appreciation goes to the editorial team for its commitment, coordination, and sustained efforts in bringing this issue to completion. I further thank KARAM Society and Scholastic Seed Inc. for their continued support of the journal's academic mission and outreach.

As you engage with Volume 18, Issue 1, I encourage you to read these papers not as isolated contributions but as parts of a wider scholarly conversation concerning the future of institutions, organizations, markets, education, technology, and society. It is through such interdisciplinary dialogue that research can move beyond description and contribute meaningfully to informed decision-making, responsible innovation, and sustainable progress.

Thank you for your continued readership, confidence, and association with GJEIS.

Warm regards

Prof. Subodh Kesharwani

Editor-in-Chief, Since 2009

Global Journal of Enterprise Information Systems (GJEIS)