

Message from Executive Editor

Dear Valued Readers,

It is a privilege to present Volume 18, Issue 1 of the *Global Journal of Enterprise Information Systems (GJEIS)* in my capacity as Executive Editor. The opening issue of a new volume offers an opportunity not only to introduce a new collection of papers but also to reflect on how scholarly publishing can connect diverse disciplines, methodologies, and professional concerns within a coherent academic platform.

From an editorial perspective, the strength of this issue lies in the variety of questions it raises. Rather than concentrating on a single domain, the contributions examine how institutions, organizations, technologies, markets, and individuals respond to change. The issue brings together empirical inquiry, case-based analysis, conceptual discussion, thematic exploration, and literature-based research. This methodological diversity allows readers to approach contemporary challenges from multiple perspectives and reinforces the interdisciplinary character of GJEIS.

One important thread running through this issue concerns the growing influence of artificial intelligence on institutional and individual decision-making. The papers do not treat AI merely as an instrument for automation. Instead, they examine its implications for responsibility, judgement, learning, governance, and human agency.

The paper on the **Agentic AI University** directs attention toward a new stage of digital transformation in higher education. As AI systems become capable of undertaking multi-step academic and administrative activities, universities must reconsider how they define student participation, academic responsibility, assessment credibility, and institutional accountability. The proposed emphasis on operational and pedagogical resilience offers a valuable basis for institutions seeking to adopt AI without weakening independent thought or genuine learning.

The review on **bounded rationality and AI in decision-making** complements this discussion by exploring whether intelligent systems genuinely remove human cognitive limitations or simply replace them with new computational constraints. Its contribution lies in showing that algorithmic support can enhance decision quality while simultaneously introducing concerns relating to bias, opacity, dependency, environmental cost, and corporate influence. The idea of AI-influenced rationality encourages readers to view human and machine decision-making as increasingly interconnected rather than separate processes.

The issue also highlights the importance of translating broad organizational goals into measurable operational improvements. The study applying the **House of Quality to software quality assurance** demonstrates how stakeholder expectations can be systematically connected with technical priorities. Its use of Quality Function Deployment, risk-based regression testing, automation, parallel execution, Fishbone analysis, Pareto analysis, and scatter diagrams makes the paper particularly relevant for professionals engaged in software testing, agile development, quality management, and process improvement.

A second major concern reflected in this issue is the responsibility of institutions toward participation, opportunity, and inclusion. The study on Training and Placement Cells in women's colleges of the University of Delhi examines how career preparedness is shaped not only by institutional services but also by awareness, self-efficacy, academic background, expectations, and student perceptions. The paper reminds higher education institutions that employability support must extend beyond arranging recruitment opportunities; it must also build confidence, improve communication, and ensure that students across disciplines are meaningfully connected with career-development mechanisms.

This institutional perspective is broadened through the paper on **gender equality in India under SDG 5**. The study shifts attention from the mere existence of laws and policies to the effectiveness of the institutions responsible for implementing them. By examining discrimination, gender-based violence, harmful practices, labour-market structures, social norms, and enforcement capacity, it shows why formal commitments do not always produce substantive equality. The paper offers a useful reminder that sustainable development requires accessible institutions, consistent implementation, reliable monitoring, and social transformation.

The paper on **world-system theory and crises in capitalism** introduces a wider historical and structural perspective. It encourages readers to understand crises not simply as sudden market disruptions but as outcomes associated with unequal exchange, accumulation patterns, core-periphery relations, and the recurring instabilities of the global economic system. Its theoretical orientation adds depth to the issue by situating contemporary uncertainty within longer processes of economic and political change.



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The marketing contributions in this issue examine another form of transformation: the changing relationship between organizations and increasingly informed, connected, and socially conscious consumers.

The review on **social media marketing activities and consumer purchase intention** synthesizes research on entertainment, interaction, customization, trendiness, informativeness, electronic word of mouth, trust, engagement, and perceived value. Its relevance extends beyond digital promotion because it demonstrates how consumer responses are shaped through a combination of informational, emotional, social, and technological factors. The paper offers a useful foundation for researchers and practitioners seeking to design more responsive and relationship-oriented digital marketing strategies.

The bibliometric study on **brand activism research** examines how brands are moving from commercial communication toward visible engagement with social, political, ethical, and environmental issues. By mapping the growth of research on authenticity, woke washing, brand purpose, political ideology, consumer identification, boycott, and boycott behaviour, the paper provides an overview of an emerging field with significant strategic consequences. It also highlights a central challenge for contemporary brands: public advocacy must be supported by consistent values and organizational conduct if it is to earn stakeholder trust.

What makes this issue distinctive is the dialogue that emerges across these papers. The discussion of AI governance connects with the wider question of institutional accountability. Research on women's employability and gender equality emphasizes the importance of inclusion and access. The House of Quality study shows how stakeholder expectations can be embedded within operational decision-making. The world-system paper provides a structural explanation of economic inequality and instability. The marketing reviews demonstrate how organizations must respond to digitally empowered and socially aware consumers.

These connections are significant because contemporary problems rarely remain confined to a single discipline. Technology affects education, governance, markets, and work. Institutional quality shapes both economic opportunity and social inclusion. Consumer expectations increasingly influence corporate values and public communication. Effective research must therefore move across traditional disciplinary boundaries while retaining methodological clarity and practical relevance.

As Executive Editor, I also wish to acknowledge the extensive collaborative effort behind the publication of this issue. The value of a journal is shaped not only by the final articles but also by the editorial scrutiny, reviewer observations, author revisions, formatting checks, and coordination that precede publication. Each manuscript has undergone a rigorous double-blind peer-review process intended to strengthen its clarity, relevance, originality, and academic contribution.

I extend my sincere appreciation to the authors for responding thoughtfully to editorial and reviewer suggestions. I am equally grateful to the reviewers for offering constructive, detailed, and discipline-sensitive evaluations. My thanks also go to the editorial team for its coordination, diligence, and commitment throughout the publication process.

I would especially like to express my gratitude to our Editor-in-Chief, **Prof. Subodh Kesharwani**, whose leadership and long-standing commitment to academic publishing continue to guide the growth and scholarly direction of GJEIS.

Volume 18, Issue 1 offers relevance to researchers, educators, policymakers, technology professionals, quality managers, marketing practitioners, and students. I hope readers will engage with these papers not only for their individual findings but also for the wider questions they raise about responsible innovation, institutional resilience, inclusive development, operational excellence, and socially responsive enterprise practices.

Thank you for your continued trust and association with GJEIS. We look forward to strengthening the journal as a platform where diverse research traditions can contribute to meaningful academic and professional dialogue.”

Warm regards,
Mr. Kanishk Koushik
Executive Editor, GJEIS
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