

Message from Managing Editors

Dear Readers,

I am pleased to introduce Volume 18, Issue 1 of the *Global Journal of Enterprise Information Systems (GJEIS)*, as we continue our commitment to presenting high-quality, interdisciplinary research that responds to contemporary developments in technology, education, management, sustainability, public policy, and consumer behaviour.

This issue brings together a diverse collection of empirical studies, thematic papers, case-based research, viewpoints, and literature reviews. The contributions explore the changing role of artificial intelligence in higher education and decision-making, including institutional preparedness for Agentic AI and the relationship between AI and bounded rationality. These papers highlight the need to balance technological advancement with human judgement, academic integrity, ethical governance, and institutional responsibility.

The issue also presents a practical study on the application of the House of Quality in software quality assurance, demonstrating how customer and stakeholder requirements can be translated into measurable technical and operational priorities. Another empirical contribution examines the role of Training and Placement Cells in shaping the career readiness and employment perspectives of women students in the University of Delhi.

From a broader social and policy perspective, the paper on institutional constraints affecting gender equality in India under SDG 5 provides important insights into policy implementation, institutional capacity, and persistent structural inequalities. The study on world-system theory and crises in capitalism further adds a critical economic perspective by examining unequal development, global structures, and recurring instability within capitalist systems.

The issue is further enriched by research in marketing and consumer behaviour. The review on social media marketing activities examines their influence on consumer purchase intention, while the bibliometric study on brand activism maps the evolution of the field and highlights themes such as authenticity, woke washing, brand purpose, political ideology, and consumer responses to activist brand positions.

Each manuscript included in this issue has undergone a rigorous double-blind peer-review process to ensure academic quality, originality, and relevance. I extend my sincere appreciation to all contributing authors, reviewers, and editorial board members for their dedication and scholarly efforts. My heartfelt gratitude also goes to Prof. Subodh Kesharwani, Editor-in-Chief, for his visionary leadership and continued guidance.

We hope that Volume 18, Issue 1 encourages meaningful academic dialogue, supports informed decision-making, and inspires further research across disciplines. We look forward to the continued engagement and valuable contributions of our readers, scholars, and practitioners.

Sincerely,

Jyoti
(Managing Editor, GJEIS), Since 2018



Dr. Jyoti has completed her Doctoral Research study in Marketing Management from SOMS (IGNOU), New Delhi. She has done her B.Com (H) from Shri Ram College of Commerce (University of Delhi), M.com from Hansraj College (University of Delhi) and qualified UGC- NET JRF in Commerce. She has been a part of various Seminars, Paper Presentations, Faculty Development Programmes and National and International Conferences. She has published few papers related to theme of Cyber Security, IoT, Blockchain, Relationship Marketing, Digital Payments, E-service Quality, E-banking etc. in reputed journals. She is an enthusiastic learner who believes in maintaining and maximizing the quality of life by implementing her skills, and experience gained through education, hard work and dedication.

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Message from Managing Editors

Dear Readers,

GJEIS returns with another vibrant and thought-provoking issue that continues our tradition of academic excellence and multidimensional scholarship. A warm welcome to all our readers—seasoned scholars, curious practitioners, and emerging researchers—who rely on this platform to access well-curated and impactful research.

The present issue brings together a diverse mix of empirical research, thematic inquiry, case-based studies, viewpoints, and literature reviews. The contributions examine several contemporary themes, including the emergence of the Agentic AI University, the relationship between bounded rationality and artificial intelligence in decision-making, and the application of the House of Quality in software quality assurance. Together, these studies reflect the growing need to balance technological innovation with human judgement, institutional accountability, operational efficiency, and ethical responsibility.

The issue also addresses important concerns in higher education and social development. The study on Training and Placement Cells in women's colleges of the University of Delhi highlights the role of institutional support in strengthening career readiness and employability. The paper on institutional constraints on gender equality in India under Sustainable Development Goal (SDG) 5 adds a valuable policy perspective by drawing attention to implementation, accessibility, enforcement, and structural barriers.

From a broader economic and theoretical perspective, the paper on world-system theory and crises in capitalism offers insights into global inequality, core-periphery relationships, and recurring economic instability. The issue further includes important marketing contributions on the role of social media marketing activities in shaping consumer purchase intention and the evolving field of brand activism, with attention to authenticity, brand purpose, woke washing, political ideology, and consumer responses.

GJEIS remains committed to publishing only those works that meet our rigorous double-blind review standards, ensuring academic integrity, originality, and research relevance. Each article represents the collective effort of thoughtful inquiry, peer collaboration, and editorial diligence.

It is my privilege to continue as Managing Editor and to collaborate with such a vibrant scholarly community. I extend heartfelt thanks to all our contributors, reviewers, and editors. A special acknowledgment goes to Prof. Subodh Kesharwani, our Editor-in-Chief, for his inspiring leadership and continued vision for the journal.

We hope this issue not only adds value to your professional and academic understanding but also encourages deeper engagement with the evolving intersections of technology, education, society, management, and policy.

Sincerely,

Shailza
(Managing Editor, GJEIS), Since 2018



Dr. Shailza is an Assistant Professor at Don Bosco Institute of Technology, GGSIPU and completed her Doctoral Research from School of Management Studies (IGNOU), New Delhi. She specializes in Marketing and has completed her M.Phil in Commerce from IGNOU on "The Adoption of Digital Payment System: A study of Delhi NCR". She has done her B.Com (Hons) from Vivekananda College and M.Com from Delhi School of Economics, University of Delhi and qualified UGC-NET JRF thrice. She has been a part of various Seminars, Paper Presentations, Faculty Development Programme and National and International Conferences. She has presented and published few papers on Influencer Marketing, Digital Payments, IoT, Blockchain, Mobile banking, etc. She is a hardcore believer to work on her own initiative and also as a part of team. She excels in her analytical skills with a global outlook and foresightedness which is the need of hour. She believes "A dream does not become reality through magic; it takes sweat, determination and hard work."

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Message from Managing Editors

Dear Readers,

I warmly welcome our readers, scholars, and practitioners to Volume 18, Issue 1 of the *Global Journal of Enterprise Information Systems (GJEIS)*. With each issue, the journal continues to broaden its academic horizon by publishing interdisciplinary research that addresses emerging developments across technology, education, management, public policy, consumer behaviour, and sustainability. Through a rigorous and transparent peer-review process, we remain committed to delivering high-quality and impactful scholarship.

This issue presents a diverse collection of research contributions reflecting some of the most significant developments shaping today's academic and professional landscape. Readers will find insightful studies on the emergence of the Agentic AI University, artificial intelligence and bounded rationality in decision-making, and the application of the House of Quality in software quality assurance. The issue also explores important themes related to higher education and employability through a case study on Training and Placement Cells in women's colleges of the University of Delhi, along with a policy-oriented discussion on institutional constraints affecting gender equality under Sustainable Development Goal 5.

Further, this issue offers valuable perspectives on world-system theory and crises in capitalism, the influence of social media marketing activities on consumer purchase intention, and the growing body of research on brand activism through a comprehensive bibliometric review. Together, these contributions provide meaningful insights into the evolving intersections of technology, institutions, business, society, and consumer behaviour.

Serving as the Managing Editor of GJEIS continues to be an enriching and rewarding experience. I extend my heartfelt gratitude to Prof. Subodh Kesharwani, Editor-in-Chief, for his visionary leadership, continuous encouragement, and unwavering commitment to academic excellence.

We sincerely appreciate the dedicated efforts of our authors, reviewers, and editorial board members, whose scholarly contributions ensure the quality, credibility, and continued growth of the journal. We also invite researchers, academicians, practitioners, and policymakers to continue contributing to GJEIS as we strive to foster meaningful academic dialogue and interdisciplinary innovation.

Sincerely,

Sonakshi Jaiswal
(Managing Editor, GJEIS), Since 2019



Mrs. Sonakshi Jaiswal is an Assistant Professor in the Department of Commerce at Nizam College, Hyderabad. Her areas of expertise encompass Marketing and Finance, with specialization in Taxation, Corporate Accounts, Business Organization and Management, Business Statistics, Banking, E-commerce, and Information Technology. She is currently pursuing her Doctoral Degree with a specialization in Marketing from Indira Gandhi National Open University, New Delhi.

She has an outstanding academic record. She completed her Master of Commerce with Distinction and secured the 10th rank at Osmania University, Hyderabad. Additionally, she holds a Master of Business Administration with Distinction from Osmania University and a Bachelor of Commerce (E-commerce) from Nizam College, where she achieved the 1st rank. She has also qualified the Telangana State Eligibility Test (SET) and the National Eligibility Test (NET) conducted by UGC, New Delhi, in 2017.

Her scholarly contributions include numerous publications in national and international journals. She has presented research papers on various marketing topics at academic forums, seminars, and conferences, and has actively participated in Faculty Development Programmes, seminars, and workshops. She also co-authored a book titled "Indian Financial System", published by Himalaya Publishing House during the year 2023–24.

As a member of the Telangana Commerce Association (TCA), she remains committed to continuous learning and expanding her knowledge base. She strongly believes that every challenge is an opportunity in disguise, and with determination, obstacles can be transformed into stepping stones for success.

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