

Message from Managing Handling Editors

Dear Readers,

As the Managing Handling Editor of the *Global Journal of Enterprise Information Systems (GJEIS)*, I am delighted to present Volume 18, Issue 1 (2026). This issue brings together a thought-provoking collection of research that reflects a world where technology is rapidly reshaping institutions, businesses, decision-making, education, and society.

What happens when universities move beyond traditional models of education and begin preparing for an era of Agentic AI? How do institutions respond to persistent challenges of gender inequality? How can organizations improve quality while making their operational processes more efficient? And, in an increasingly digital marketplace, what shapes the way consumers engage with brands and marketing platforms? The diverse contributions in this issue explore these questions from different perspectives.

The issue opens with a focus on empowerment and opportunity, featuring a case study examining students' perspectives on campus training and placement initiatives in women's colleges of the University of Delhi. The research highlights the importance of institutional initiatives in creating pathways from education to meaningful career opportunities.

Moving from individual opportunities to broader economic structures, the issue also revisits World-Systems Theory and crises in capitalism, offering a critical perspective on the forces that shape global economic systems. Alongside this, research on institutional constraints on gender equality in India, viewed through the lens of SDG 5, draws attention to the continuing gap between aspirations for equality and the institutional realities that influence its achievement.

The changing face of organizations and technology is another prominent theme in this issue. The emergence of the "Agentic AI University" raises an important question: how should educational institutions prepare for a future in which AI is not merely a tool, but an increasingly active participant in institutional and pedagogical processes? Complementing this discussion, research on bounded rationality and AI in decision-making examines the evolving relationship between human judgement and intelligent technologies.

The issue also takes us inside the world of quality and operations, with a study applying the House of Quality (HoQ) to optimize and improvise operational processes in quality assurance. It demonstrates how structured quality-management approaches can translate organizational requirements into actionable improvements.

On the marketing front, contributions on social media marketing, brand preference, and digital marketing capture the continuing transformation of how organizations communicate, build relationships, and compete in an increasingly connected marketplace. These studies are particularly relevant at a time when consumer attention, brand choices, and business communication are increasingly shaped by digital platforms.

Taken together, the contributions in this issue tell a larger story: institutions are changing, technology is changing, markets are changing, and consequently, the way we understand organizations and society must change as well. By bringing together perspectives from management, technology, economics, education, gender studies, quality management, and marketing, this issue reflects the interdisciplinary character of contemporary research.

At GJEIS, we remain committed to publishing research that is rigorous, relevant, and capable of stimulating meaningful academic dialogue. We uphold a rigorous double-blind peer review process, through which each manuscript is carefully evaluated for its quality, originality, and contribution to research and practice.

I sincerely thank all the authors for their valuable scholarly contributions and our reviewers for their time, dedication, and constructive feedback. I also extend my heartfelt gratitude to our Editor-in-Chief, Prof. Subodh Kesharwani, and the entire editorial team for their continued guidance, support, and coordination in bringing this issue to publication.

I hope readers find this issue not only informative, but also thought-provoking—an invitation to look more closely at the transformations taking place across organizations, institutions, technology, and society.

Sincerely,

Parveen

Managing Handling Editor, GJEIS, (Since October 2025)



Mr. Parveen is currently pursuing his Ph.D. in Commerce from Indira Gandhi National Open University (IGNOU), New Delhi. He holds a Bachelor of Commerce (B.Com) and Master of Commerce (M.Com) degree from Maharshi Dayanand University, Rohtak.

His doctoral research focuses on the adoption and impact of robo-advisory services among retail investors in India, examining the evolving role of financial technologies in transforming investment behaviour. He has qualified the UGC-NET JRF in Commerce, reflecting his strong academic foundation and research aptitude.

His research interests lie at the intersection of Finance and Technology, particularly in FinTech, Taxation, Artificial Intelligence, and digital financial advisory systems. He is deeply interested in exploring how Artificial Intelligence is reshaping investment decision-making and the future of financial advisory services.

He believes in continuous learning and intellectual growth, and resonates with Socrates' philosophy "*The only true wisdom is in knowing you know nothing.*"

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Message from Managing Handling Editors

Dear Esteemed Readers,

It gives me great pleasure to present Volume 18, Issue 4 of the *Global Journal of Enterprise Information Systems (GJEIS)* in my capacity as Associate Handling Editor. It is a privilege to be associated with a journal of such standing and to contribute to its continued pursuit of academic excellence. This issue reflects GJEIS's enduring commitment to publishing high-quality, contemporary, and forward-looking research. It brings together a carefully curated selection of scholarly contributions addressing a broad spectrum of relevant and significant themes.

The present issue offers a diverse range of research contributions that highlight some of the important developments influencing today's academic and professional environment. Readers will encounter insightful research on the emergence of the Agentic AI University, the role of artificial intelligence and bounded rationality in decision-making, and the application of the House of Quality in software quality assurance. The issue also addresses significant concerns surrounding higher education and employability, particularly through a case study of Training and Placement Cells in women's colleges of the University of Delhi. In addition, it presents a policy-oriented examination of the institutional constraints affecting gender equality in the context of Sustainable Development Goal 5, thereby contributing to the broader discourse on inclusive and sustainable development.

GJEIS continues to serve as a meaningful platform for cross-disciplinary research, fostering the integration of perspectives and knowledge from diverse fields to address complex and evolving global challenges. I warmly invite our readers to explore the varied and thought-provoking research presented in this issue and engage with the ideas, findings, and perspectives offered by the contributing authors. Through such scholarly exchange, we remain committed to advancing knowledge, encouraging innovation, and strengthening the understanding of enterprise information systems.

I would also like to express my sincere appreciation to all the editors, authors, and reviewers whose valuable efforts and scholarly contributions have made this issue possible. I extend my special gratitude to our Editor-in-Chief, Prof. Subodh Kesharwani, and our Managing Editors, Ms. Jyoti, Ms. Shailza, Mr. Kanishk Koushik, and Ms. Sonakshi Jaiswal, for their continued dedication, coordination, and hard work in bringing this issue to fruition.

We deeply value the continued readership, encouragement, and support extended to GJEIS by our academic community. We look forward to bringing you further enriching issues and continuing our collective journey toward advancing research, innovation, and a deeper understanding of enterprise information systems.

Sincerely,

Himani Choudhery

Managing Handling Editor, GJEIS, (Since October 2025)



Himani Choudhery completed her B. Com from the University of Delhi and her M. Com from IGNOU. She is currently pursuing her PhD at the Indira Gandhi National Open University (IGNOU), New Delhi. Her areas of interest and specialization include branding, content marketing, digital marketing, digital payments, emerging technologies such as augmented reality (AR), virtual reality (VR), and virtual try-on (VTO), e-commerce, and consumer psychology. She is also a UGC-JRF qualified scholar. She draws inspiration from Aristotle's philosophy, which reminds us to be grateful not only to thinkers whose ideas we agree with, but also to those whose perspectives may seem limited, as every contribution helps in the growth and development of human understanding.

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