

Message from Associate Handling Editors

To My Respected Readers,

As an Associate Handling Editor of this esteemed journal, it is my distinct privilege to present Volume 18, Issue 1 of the Global Journal of Enterprise Information Systems (GJEIS). This issue upholds our longstanding tradition of publishing rigorously peer-reviewed research papers that exemplify academic excellence, uphold the highest standards of integrity, and address topics of significant relevance to the field.

The current issue brings together a diverse range of contemporary research examining institutional, organizational, technological, social, and economic dimensions of development. It features a case study on women students' perspectives regarding campus training and placement initiatives, highlighting institutional efforts to enhance employability, career readiness, and equal opportunities in higher education. The issue also explores the optimization and improvement of operational processes in quality assurance through the application of the House of Quality (HoQ), demonstrating how systematic quality-management approaches can strengthen organizational performance.

This issue further engages with important socio-economic and institutional concerns, including the World-Systems Theory and the recurring crises of capitalism, as well as institutional constraints on gender equality in India in the context of Sustainable Development Goal 5. Together, these studies offer critical perspectives on structural inequalities, global economic systems, and the institutional challenges influencing sustainable and inclusive development.

In addition, the issue presents emerging research at the intersection of technology, higher education, marketing, and consumer behaviour. It examines institutional strategies for navigating the transition towards the "Agentic AI University," with particular attention to operational and pedagogical resilience. The issue also maps the rise of brand activism research and reviews the role of social media marketing activities in shaping consumer purchase intentions. Finally, the study on bounded rationality and AI in decision-making explores how artificial intelligence interacts with human cognitive limitations and decision processes. Collectively, these contributions reflect the journal's commitment to contemporary, interdisciplinary, and practically relevant research addressing emerging institutional, technological, social, and managerial challenges.

Each paper has undergone a thorough double-blind peer review process to ensure that only the most rigorous, relevant, and impactful research is published, reinforcing our commitment to neutrality, quality, and objectivity.

GJEIS continues to serve as a dynamic platform for multidisciplinary scholarship, fostering collaboration across domains and offering thought-provoking perspectives on complex challenges. We warmly invite you to engage with the articles in this issue, which reflect our ongoing dedication to advancing knowledge and inspiring innovation.

I extend my sincere gratitude to our Editor-in-Chief, Professor Subodh Kesharwani for his visionary leadership. I am equally grateful to our authors, reviewers, and editorial board members for their invaluable support and contributions.

Let us continue this shared journey of inquiry, innovation, and intellectual growth in the field of enterprise information systems.

Warm Regards!

Ritu

(Associate Handling Editor, GJEIS), Since 2024

Dear Readers,

It is a privilege to present Volume 17, Issue 4 of the Global Journal of Enterprise Information Systems (GJEIS) in my role as Associate Handling Editor. Being part of this esteemed journal provides a valuable opportunity to engage with diverse and impactful research that addresses contemporary challenges across multiple disciplines.

This issue brings together a wide range of studies reflecting current developments in finance, technology, management, and sustainability. It includes research on the impact of the Global Financial Crisis and COVID-19, the role of emotions in digital payment adoption, and the performance of ESG-themed mutual funds, highlighting important trends in financial behaviour and investment practices.

The issue also explores work-life balance in the hotel sector, the role of NEP 2020 in management education, and the increasing integration of artificial intelligence in digital learning environments. Further contributions focus on robo-advisory adoption and resistance, women's political empowerment, and sustainable supply chain management and organizational performance.

In addition, the issue presents studies on credit risk management practices, financial performance measurement, and the integration of GI-tagged products into tourism promotion, reflecting both economic and cultural perspectives. It is further enriched by bibliometric analyses on influencer marketing in hospitality and algorithm-driven behavioural insights, along with a student research initiative examining online gaming addiction and learning engagement.

All articles in this issue have undergone a rigorous double-blind peer-review process, ensuring high standards of quality, originality, and academic integrity. I extend my sincere gratitude to the authors, reviewers, and the editorial board for their dedication and contributions.

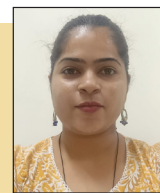
I would also like to express my appreciation to Professor Subodh Kesharwani, Editor-in-Chief, for his continued guidance and leadership in maintaining the journal's excellence.

As you explore this issue, I encourage you to engage with the research and reflect on its relevance in shaping future academic and practical advancements.

Warm Regards!

Sayed Zehra

Associate Handling Editor GJEIS (Since October 2025)



Ms. Ritu is currently pursuing a Ph.D. from Indira Gandhi National Open University (SOMS), New Delhi. She specialises in Finance and Accounting. She has done her B.Com (Hons) from Aditi Mahavidyalaya College and M.Com from Zakir Husain Delhi College, University of Delhi and qualified UGC-NET JRF four times in a row. She has published and presented her chapter titled "Post-COVID Challenges Faced by Teachers: A Narrative Study" and a Case Study titled "Amazon's Success Models and Factors-A Case Study." in National Conferences. Also she has presented a paper titled "OTT Platform and Consumer Behaviour: A Systematic Literature Review and Future Research Agenda" in annual international commerce conference. She has been a part of various Conferences, Doctoral Research Workshops, Training programmes, and Faculty Development programmes held at the National and International levels. She believes "*Wisdom is not a product of schooling but of the lifelong attempt to acquire it* – Albert Einstein."

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Dr. Syeda Zehra has pursued her Doctoral Degree from Indira Gandhi National Open University (IGNOU). She possesses a strong academic background in Commerce and Management, with specialization in Accounts and Marketing. Her areas of expertise include Economics, Corporate Accounting, International Trade, Banking, and Business Laws. Presently, she is serving at Villa Marie College for Women, Hyderabad. She is also an active professional member of the Telangana Commerce Association.

She has an outstanding academic record. She completed her Master of Commerce from Osmania University with Distinction, specializing in Accounts. Additionally, she holds a Master of Business Administration from Osmania University with specialization in Marketing and a Bachelor of Commerce degree from Osmania University.

Her scholarly contributions include the publication of several research papers in various academic journals. She has also co-authored a book titled "Indian Financial System", published by Himalaya Publishing House during the academic year 2023-24. Her academic interests and contributions reflect her dedication towards research, teaching, and the advancement of knowledge in the fields of Commerce and Management.

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Message from Associate Handling Editors

To My Respected Readers,

“ It is my pleasure, as the Associate Editor, to present Volume 18, Issue 1 of the *Global Journal of Enterprise Information Systems (GJEIS)*. This issue reflects the journal's continued commitment to publishing rigorous and interdisciplinary research addressing contemporary developments in technology, education, management, sustainability, public policy, and consumer behaviour.

The issue brings together diverse empirical studies, thematic papers, case-based research, viewpoints, and literature reviews. A key focus is the evolving role of Artificial Intelligence in higher education and decision-making, with contributions addressing Agentic AI, bounded rationality, ethical governance, and academic integrity.

The issue also features research on the application of the House of Quality in software quality assurance and the role of Training and Placement Cells in enhancing the career readiness of students. Broader social and economic perspectives are explored through studies on institutional constraints to gender equality under SDG 5 and world-system theory and crises in capitalism. The marketing and consumer behaviour contributions further enrich this issue through a review of social media marketing activities and a bibliometric study of brand activism, highlighting themes such as authenticity, brand purpose, woke washing, and consumer responses.

All manuscripts have undergone a rigorous double-blind peer-review process to ensure academic quality, originality, and relevance. I sincerely appreciate the valuable contributions of the authors, reviewers, and editorial board members. I also extend my heartfelt gratitude to Prof. Subodh Kesharwani, Editor-in-Chief, for his visionary leadership and continued guidance.

I hope this issue stimulates meaningful academic dialogue and encourages interdisciplinary research. We look forward to the continued engagement and valuable contributions of our readers, researchers, and practitioners.”

Warm Regards!

Pooja Malik

(Associate Handling Editor, GJEIS)



Ms. Pooja Malik is pursuing Doctoral Research in Commerce with a specialization in Finance from the School of Management Studies (SOMS), Indira Gandhi National Open University (IGNOU), New Delhi. She has qualified UGC-NET and JRF in Commerce. She has completed her M. Com from Motilal Nehru College, University of Delhi, and B. Com (Hons.) from Vivekananda College, University of Delhi.

She has participated in various International and National Seminars, Conferences, Faculty Development Programmes, and academic events. She has published several research papers in reputed academic journals. Her research interests include Finance, Mergers and Acquisitions, and Corporate Financial Performance. She also holds teaching experience in the field of Commerce and Management and is a lifetime member of the Indian Commerce Association.

She is an enthusiastic researcher and learner who believes in continuous learning and academic excellence. She is committed to contributing to the field of Finance and Commerce through research, teaching, and the application of knowledge gained through education, experience, and dedicated academic work.

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