

Message from Assistant Handling Editors

To My Respected Readers,

It gives me great pleasure to welcome you to Volume 18, Issue 1 of the *Global Journal of Enterprise Information Systems (GJEIS)*. This issue reaffirms the journal's commitment to fostering interdisciplinary scholarship that addresses the emerging challenges and opportunities across technology, management, education, public policy, consumer behaviour, and sustainability.

The present issue features a thoughtfully curated collection of empirical studies, case-based research, thematic papers, viewpoints, and comprehensive literature reviews that collectively examine the rapidly evolving relationship between technological innovation, institutional transformation, and societal development. Several contributions focus on the growing influence of artificial intelligence, including its role in reshaping higher education through the concept of the Agentic AI University and its implications for bounded rationality and decision-making in organizational settings. These studies offer valuable perspectives on balancing technological advancement with ethical governance, human judgement, and institutional resilience.

The issue also presents an important study on the application of the House of Quality in software quality assurance, demonstrating how customer requirements can be effectively translated into operational improvements. Another significant empirical contribution examines students' perspectives on Training and Placement Cells in women's colleges of the University of Delhi, providing valuable insights into employability, career readiness, and institutional support within higher education.

Further enriching this issue are scholarly discussions on institutional constraints affecting gender equality under Sustainable Development Goal 5 and a theoretical exploration of world-system theory and recurring crises in capitalism. These papers contribute to a deeper understanding of social inclusion, institutional effectiveness, economic structures, and sustainable development.

The issue also highlights contemporary developments in marketing and consumer research through a comprehensive review of social media marketing activities and consumer purchase intention, alongside a bibliometric analysis of brand activism research. Together, these contributions provide meaningful insights into evolving consumer expectations, digital engagement, corporate responsibility, and the growing importance of authenticity in brand communication.

This collection of research will be valuable for a broad audience comprising researchers, academicians, educators, policymakers, management professionals, technology experts, marketing practitioners, research scholars, and students. The diverse perspectives presented in this issue not only enhance academic understanding but also offer practical implications for organizational decision-making and policy formulation.

At GJEIS, every manuscript undergoes a rigorous double-blind peer-review process to ensure originality, methodological rigor, and scholarly relevance. I sincerely appreciate the dedicated efforts of our authors, reviewers, and the editorial team in maintaining the quality and credibility of the journal.

I would also like to extend my heartfelt gratitude to our Editor-in-Chief, Prof. Subodh Kesharwani, for his constant guidance, encouragement, and visionary leadership that continue to strengthen the journal's academic excellence and global reputation.

I hope this issue stimulates meaningful discussions, encourages interdisciplinary collaboration, and inspires future research that contributes to the advancement of enterprise information systems and allied disciplines.

Warm Regards!

Rubina Bhardwaj

Assistant Handling Editor, GJEIS (Since October, 2025)



Rubina Bhardwaj is a scholar, educator, and academic professional based in New Delhi, India. Currently serving as an Assistant professor (guest basis) at Motilal Nehru College, University of Delhi, and as an Academic Counsellor at IGNOU.

Her professional certifications include a course in Strategic Management from the Indian Institute of Management, Bangalore; a Post Graduate Diploma in International Business Operations from IGNOU; a two year Diploma in Citizenship and Cultural Richness from St. Stephen's College, University of Delhi.

Committed to ongoing professional growth, she has participated in a Faculty Development Programme on "Enabling Teachers with AI Tools & Innovative Approaches for Effective Teaching-Learning" and has further strengthened her research competencies through an advanced workshop on "Meta-Analysis & Systematic Literature Review (SLR)".

Her areas of expertise encompass curriculum design, skill development, research, mentoring and counselling, programme management, and collaborative academic communication

 bhardwaj.rubina17@gmail.com

 <https://orcid.org/0009-0002-7258-4060>

Dear Valued Readers,

It is with great pleasure that I present Volume 18, Issue 1 of the *Global Journal of Enterprise Information Systems (GJEIS)* in my role as Assistant Handling Editor. The beginning of a new volume marks another important step in the journal's continuing effort to promote interdisciplinary scholarship and provide a platform for research that addresses emerging developments in technology, management, education, society, and public policy.

The present issue brings together a diverse collection of empirical studies, thematic papers, case-based research, viewpoints, and literature reviews. A significant focus of this edition is on the rapidly evolving role of artificial intelligence and digital transformation. The contributions on the Agentic AI University and bounded rationality in AI-assisted decision-making examine how technological advancement is reshaping institutional processes, human judgement, learning environments, and organizational decision-making.

The issue also presents an applied study on the use of the House of Quality in software quality assurance, highlighting the importance of translating stakeholder requirements into measurable operational and technical improvements. In the area of higher education and employability, the study on Training and Placement Cells in women's colleges of the University of Delhi provides important insights into career preparedness, student perceptions, self-efficacy, and institutional support.

Broader societal and policy concerns are reflected through research on institutional constraints affecting gender equality in India under Sustainable Development Goal 5 and a critical examination of world-system theory and crises in capitalism. These contributions encourage readers to consider the role of institutions, structural inequalities, implementation mechanisms, and global economic processes in shaping contemporary social and economic outcomes.

The issue also includes valuable contributions from the field of marketing and consumer behaviour. The review on social media marketing activities explores their influence on consumer purchase intention, while the bibliometric study on brand activism maps the development of an increasingly significant area of marketing research. Together, these studies highlight changing consumer expectations, digital engagement, authenticity, corporate responsibility, and the evolving relationship between brands and society.

The interdisciplinary character of this issue makes it relevant to a broad audience, including academicians, research scholars, educators, policymakers, technology professionals, management practitioners, marketers, and students. The contributions not only enrich academic discourse but also provide practical perspectives that can support informed decision-making across different professional and institutional settings.

At GJEIS, every manuscript undergoes a rigorous double-blind peer-review process to ensure academic quality, originality, relevance, and scholarly integrity. I sincerely appreciate the efforts of our authors for their valuable contributions and our reviewers for their thoughtful evaluations and constructive suggestions. I also acknowledge the dedicated efforts of the editorial team in bringing this issue together.

I would like to extend my heartfelt gratitude to our Editor-in-Chief, Prof. Subodh Kesharwani, for his continued guidance, encouragement, and visionary leadership, which remain instrumental in strengthening the academic standing and scholarly mission of GJEIS.

I hope Volume 18, Issue 1 provides our readers with meaningful perspectives, encourages critical reflection, and inspires further interdisciplinary research and innovation.

Thank you for your continued support and readership.

Warm Regards!

Sapna Kataria

Assistant Handling Editor, GJEIS (Since 2025)



Sapna Kataria Sapna Kataria is currently serving as an Assistant Professor at Rukmini Devi Institute of Advanced Studies (RDIAS), Delhi. She has two years of teaching experience. She is pursuing her Ph.D. from IGNOU, New Delhi, focusing on Financial Technology. Her research interests span Financial Technology. She is a UGC NET JRF (2016) qualified scholar with a strong academic foundation, holding a Master of Commerce (M.Com) and a Bachelor of Commerce (B.Com Hons) from Maharshi Dayanand University, Rohtak. She is an University rank holder in graduation. She is the Gurugram PhD Entrance exam 2024 topper. She has also done her Bachelor of Education from CRSU, Jind, Haryana. She has further enriched her expertise through certifications from Yale University, the University of Pennsylvania, IESE University of Navarra, and the University of Minnesota in areas such as financial markets, investment risk management, corporate finance, and human resource management. She has also published a research study titled "A Bibliometric Analysis of BNPL Trends: An Empirical Investigation."

 sapna7kataria@gmail.com

 <https://orcid.org/0009-0007-2866-9282>