

Message from the Research Fellow Handling Editors

Dear Readers,

It is a pleasure to present Volume 18, Issue 1 of the Global Journal of Enterprise Information Systems (GJEIS) in my role as Research Fellow Handling Editor. Since joining the journal in January 2026, I have had the opportunity to engage with interdisciplinary scholarship and contribute to the editorial process that supports quality academic publishing.

This issue brings together research across artificial intelligence, higher education, software quality, gender equality, economic systems, digital marketing, and consumer behaviour. The contributions on the Agentic AI University and bounded rationality in AI-assisted decision-making reflect the growing importance of responsible technology adoption, institutional governance, and human judgement.

The issue also includes studies on the application of the House of Quality in software quality assurance, career preparedness among women students, institutional constraints on gender equality under SDG 5, and world-system theory and crises in capitalism. Contributions on social media marketing and brand activism further highlight changing consumer expectations, digital engagement, authenticity, and corporate responsibility.

Each manuscript has undergone a rigorous double-blind peer-review process to ensure academic quality, originality, and relevance. I sincerely appreciate the efforts of our authors, reviewers, and editorial team in bringing this issue together.

I also extend my gratitude to our Editor-in-Chief, Professor Subodh Kesharwani, for his continued guidance and leadership.

I hope this issue encourages meaningful academic dialogue and inspires further interdisciplinary research.

Warm Regards!

Ms. Aditi Gupta
Research Fellow Handling Editor
GJEIS, Since January 2026



Ms. Aditi Gupta is pursuing Doctoral Research in Commerce with a specialization in Marketing 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 the University of Delhi, and B.Com (Hons.) from Daulat Ram College, University of Delhi.

She has participated in various workshops, Faculty Development Programmes, and academic events, continuously enhancing her academic and teaching skills. She is currently working as an Assistant Professor at Government College for Women (GCW), Faridabad, where she is actively engaged in teaching and mentoring students in the field of Commerce.

She approaches both teaching and research with sincerity and a strong commitment to lifelong learning, striving to make a positive impact through her work in the domain of Commerce

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Dear Readers,

It is a pleasure to present Volume 18, Issue 1 of the Global Journal of Enterprise Information Systems (GJEIS) in my role as Research Fellow Handling Editor. My association with GJEIS provides a valuable opportunity to engage with interdisciplinary scholarship and contribute to a journal that remains committed to academic quality, relevance, and meaningful research.

This issue brings together a diverse collection of studies spanning artificial intelligence, higher education, software quality, gender equality, economic systems, digital marketing, and consumer behaviour. The contributions focusing on the Agentic AI University and AI in bounded rationality draw attention to the growing significance of responsible technology adoption, institutional governance, and human judgement in increasingly digital and AI-enabled environments.

The issue further presents research on the application of the House of Quality in software quality assurance, career preparedness among women students, institutional constraints affecting gender equality under SDG 5, and world-system theory in the context of crises in capitalism. Contributions addressing social media marketing and brand activism further reflect the evolving landscape of consumer expectations, digital engagement, authenticity, and corporate responsibility.

Each manuscript included in this issue has undergone a rigorous double-blind peer-review process to ensure scholarly quality, originality, and relevance. I sincerely acknowledge the efforts of our authors, reviewers, and editorial team, whose contributions have been instrumental in bringing this issue to publication.

I would also like to express my sincere gratitude to our Editor-in-Chief, Professor Subodh Kesharwani, for his continued guidance, leadership, and commitment to advancing scholarly excellence.

I hope that Volume 18, Issue 1 stimulates critical reflection, encourages interdisciplinary dialogue, and inspires further meaningful research across the emerging areas represented in this issue.

Warm Regards!

Ms. Khushboo
Research Fellow Handling Editor
GJEIS, since January 2026



Ms. Khushboo is currently pursuing her PhD in Commerce from Indira Gandhi National Open University (IGNOU), New Delhi. She holds a Bachelor of Commerce (B.Com) and a Master of Commerce (M.Com) from the University of Delhi.

She has qualified UGC-NET-JRF in Commerce and has teaching experience at NCWEB, University of Delhi. Her academic and research interests include Marketing, Consumer Behaviour, Demand Mobility, Digital Marketing, and emerging trends in the digital marketplace.

She values continuous learning and intellectual curiosity. She has a strong interest in research and in exploring emerging trends and developments in the field of Marketing and Commerce.

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