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UIN Syarif Hidayatullah
Ir. H. Juanda 95 Street, Ciputat Timur,
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E-mail : aism.journal@apps.uinjkt.ac.id

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Universitas Islam Negeri (UIN) Syarif Hidayatullah Jakarta
FST Building, 3rd Floor, 1st Campus, UIN Syarif Hidayatullah Jakarta
Jl. Ir. H. Juanda No.95, Ciputat Timur, Kota Tangerang Selatan, Banten 15412, Indonesia.
Tlp/Fax: +62 21 74019 25/ +62 749 3315. E-mail: aism.journal@apps.uinjkt.ac.id,
Website: <https://journal.uinjkt.ac.id/index.php/aism>

Applied Information Systems and Management (AISM) is a peer-reviewed, scientific journal published by Department of Information Systems, Faculty of Science and Technology, Universitas Islam Negeri (UIN) Syarif Hidayatullah Jakarta. The aim of this journal is to publish the quality articles which are ideas between academics and practitioners, it focuses on the practice, philosophy and methodological concerns of information systems and management. its scope covers a critical view of the information system, development, implementation, strategy, management and policy issues.

AISM publishes twice a year. The journal provides archival-quality papers that advance the state-of-the-art and practical applications of IT-enabled technologies and IT-based service management. It also brings accessible articles describing original research in the inherently interdisciplinary world of information systems and its management. Theoretical research contributions (presenting new concepts and techniques) and applied contributions (reporting on experiences and experiments with actual systems) are encouraged.

Editorial Review: AI, Engagement, and Strategy

A'ang Subiyakto¹, Qurrotul Aini²

¹Editor in Chief of Applied Information System and Management (AISM), Indonesia

²Managing Editor of Applied Information System and Management (AISM), Indonesia

aang_subiyakto@uinjkt.ac.id¹, qurrotul.aini@uinjkt.ac.id²

Recent reviews in the Information Systems (IS) field indicate a shift towards integrating artificial intelligence (AI) strategically, focusing on human-centric design, digital transformation, and sustainability [1]. Research emphasizes the importance of making intelligent systems explainable, trustworthy, and collaborative [2]. This includes developments in Explainable AI (XAI) and frameworks for human-AI interaction, ensuring transparency and ethics in algorithmic decisions [3]. The application of IS is expanding into public governance, healthcare, and education, addressing societal challenges like digital inclusion and sustainability [4], [5].

It is an honor to introduce the regular issue of AISM, vol. 9, no. 1, May 2026, featuring influential findings in information systems. The issue explores integration of artificial intelligence and advanced computational methods, the dynamics of consumer behavior and digital marketing, and The evaluation and strategic development of information systems.

The first theme deals with knowledge management (KM), IT Governance, and strategic integration. For example, [6] reveal that KM acts as a strategic enabler in higher education, but many institutions still apply KM informally. Also, [7] develops an effective AI integration strategy to improve the operational efficiency of MSMEs and [8] evaluates the effectiveness of a Learning Management System (LMS) in Indonesian universities using the DeLone & McLean Information System Success Model (ISSM).

The second theme revolves consumer behavior, branding, and digital marketing and examines how consumer purchase intentions are shaped across different digital and retail contexts. They explore how various digital and retail settings influence consumer purchase intentions. The examined articles reveal that brand experience affects brand loyalty [9], while video marketing and storytelling engage consumers [10]. Key theories related to green purchase intentions are discussed, particularly in Asia [11]. Additionally, factors such as web quality, user satisfaction, and algorithmic personalization are identified as vital for online purchasing in social commerce [12]. Machine learning is utilized to

forecast purchase intentions in informal retail [13], and SWOT analysis is used to improve digital marketing for MSMEs [14]. Overall, consumer behavior is increasingly shaped by psychological factors, digital content, personalization, sustainability, and local strategies.

The third theme in this issue focuses the application of artificial intelligence, machine learning, and advanced computational methods to solve complex real-world problems. Study [15] combines case-based reasoning with machine learning to improve decision support systems. Meanwhile, [16] uses EfficientNet transfer learning with incremental fine-tuning for road damage detection. Also, [17] applies genetic algorithm-optimized clustering to recommend university promotion targets. Prior [18] Article 16 systematically reviews deep learning and computer vision methods for object volume measurement. Together, these articles demonstrate a clear shift toward hybrid intelligent systems that integrate classical AI with modern deep learning to solve problems in infrastructure, education, and measurement.

This issue contains 20 articles of genuine interest that are authored or co-authored by 79 authors from nine different nations: Indonesia, Malaysia, Türkiye, Kenya, India, Republic of Korea, Hungary, Nigeria, and Austria. Thus, this issue of AISM is testament that the coverage of this journal has gone beyond Global North and Global South nations and that it is addressing and contributing to the international need for intelligent systems. It is hoped that this issue of AISM will be of some use in inspiring further explorations within the synergy that exists between intelligent systems and strategic management.

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