

From the Desk of the Editor-in-Chief

“Charting the Frontier: Research Opportunities in the Age of AGI and changing geopolitics”

Welcome to the special issue of the Journal of IMS Group, where we embark on a journey to explore the relevance of research and development in the areas of Artificial intelligence amidst geopolitical tensions. It is my privilege to elucidate the contemporary state-of-the-art and delineate the key emergent opportunities within the evolving research landscape

As the digital frontier expands, the emergence of Artificial General Intelligence (AGI) is no longer a speculative whisper of science fiction—it is an accelerating reality redefining the contours of human capability, national power, and global commerce. This special issue delves into the complex nexus between AGI, geopolitical dynamics, and the imperatives of sustainable innovation in the business world.

AGI, with its ability to perform any intellectual task that a human can, promises transformative breakthroughs. Yet, its very power raises deep questions: Who controls these capabilities? How will nations harness—or regulate—AGI to gain strategic advantage? And how do we ensure that innovation driven by AGI remains ethically grounded and ecologically sustainable?

Geopolitical competition is already being reshaped by AI supremacy, with countries vying for technological leadership as a marker of sovereign strength. AGI heightens this competition, potentially redrawing alliances, redefining economic dependencies, and challenging global governance norms. At the same time, businesses are navigating this new landscape, where innovation cycles are shorter, risks more profound, and sustainability concerns more urgent than ever.

This issue brings together scholars, policy analysts, technologists, and business leaders who grapple with these intersecting challenges. From analyses of AGI's strategic implications for international diplomacy, to case studies exploring how companies are embedding AGI responsibly into supply chains, product design, and corporate governance, the articles in this volume offer both critical reflection and actionable insight.

As we stand at the threshold of a post-industrial, intelligence-driven era, we must ask not just what AGI can do, but what it should do—and for whom. It is our hope that the contributions in this issue inspire robust dialogue, foster interdisciplinary collaboration, and ultimately shape pathways for a future where intelligence and innovation serve sustainable human progress. The Journal of IMS Group remains committed to providing a platform for scholars, researchers, practitioners, academicians and innovators to showcase their work at the intersection of these transformative technologies and research.

Thank you for your continued support, and together, let's shape the future through research.

Warm regards,
Dr. Prasoon M. Tripathi
Editor-in-Chief, Journal of IMS Group

Editorial

Editorial: Navigating Innovation Through Research — IMS Journal, Vol. 22, Issue 1
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The Journal of IMS Group proudly presents its Volume 22, Issue 1 for the Dec 2024–June 2025 period. This edition features ten meticulously reviewed research articles that reflect the vibrant academic spirit of interdisciplinary management studies and contemporary technological advances. With an increasing emphasis on AI, digital transformation, sustainability, and innovation-led ecosystems, this issue brings together rich empirical and conceptual insights from scholars and practitioners alike.

The first paper by **Dr. Priyanka Pradhan and team** explores the evolving domain of Hyperlocal Marketing in India through a bibliometric analysis. Anchored in the “Vocal for Local” initiative, the study examines research trends from 2020–2025, identifying key institutions, themes, and collaborations in the domain. Their findings underscore the increasing relevance of geo-targeted strategies, vernacular engagement, and digital microtargeting for small businesses and marketers in Tier 2 and Tier 3 cities.

In the second article, **Dr. Garima Nidhi** investigates the adoption of Artificial Intelligence in the Banking Sector using TAM (Technology Acceptance Model). Her empirical study across public and private banks in North India highlights trust, interactivity, and customization as pivotal factors driving AI adoption in banking services. The paper also discusses the role of AI in enhancing customer experience while noting the infrastructural and human-centered challenges in emerging economies.

Dr. Piali Haldar and Dev Kumar Mandal, in the third paper, delve into AI-powered Branding and Customer Engagement. Their quantitative study reveals the mediating role of trust and moderating influence of personalization in the relationship between AI-based branding and customer loyalty. Their work offers valuable managerial implications for businesses adopting AI to craft immersive brand experiences.

A crucial ethical dimension is addressed in the fourth paper by **Prachi**, who examines Ethical Practices in AI-Generated Marketing Campaigns. With concerns around data privacy, algorithmic transparency, and consumer manipulation, this study provides a comprehensive ethical framework for responsible AI marketing practices and emphasizes the importance of inclusive, transparent, and bias-free algorithm design.

Dr. C. Balakrishnan, in the fifth paper, presents a forward-looking perspective on how Artificial General Intelligence (AGI) can enhance Entrepreneurial Ecosystems. Drawing from institutional theory and sustainability frameworks, the paper identifies how AGI supports talent matching, market scanning, and stakeholder networking, thereby fostering regional innovation capacity.

The sixth contribution by **Afsar Ali and colleagues** is a conceptual review titled Unpacking the Strategic Leadership–Performance Nexus. It offers a multidimensional framework linking strategic leadership traits—such as vision articulation and ethical governance—with organizational performance. This synthesis bridges Western and Indian leadership paradigms, encouraging scholars to study contextualized leadership effectiveness.

Anita Rani and her team, in the seventh article, present a comprehensive review on the Synergistic Impact of AI on Digital Marketing. Their paper outlines how AI supports personalization, content automation, predictive analytics, and sustainable marketing. By also proposing future research directions, the paper serves as a useful roadmap for scholars in marketing and technology domains.

In the eighth paper, **Arun George Joseph** explores the Influence of AI on Impulse Buying Behavior. Using qualitative methods, the study highlights how AI-powered features—such as chatbots and dynamic pricing—trigger spontaneous purchase decisions by aligning with consumers’ emotional states, suggesting new marketing strategies and ethical considerations.

In the ninth paper, **Vivek Kumar Gupta and team** propose a blockchain-based solution for Enhancing Certificate Validation. Their system tackles the issue of academic fraud using immutable, decentralized validation techniques. This practical application of blockchain reinforces the journal’s commitment to showcasing research that addresses real-world challenges with robust technological solutions.

Finally, **Techi Taju and colleagues** present an Experimental Investigation on the Fresh and Hardened Properties of Concrete Incorporating Carbon Fibre Composites. The study evaluates how carbon fiber, as an alternative to steel reinforcement, enhances compressive, flexural, and tensile strengths of concrete. It highlights the optimal dosages and mix designs that improve mechanical performance while reducing water absorption and shrinkage cracking.

We extend our heartfelt appreciation to our contributing authors, peer reviewers, and editorial board for maintaining high standards of scholarly rigor. Under the guidance of our visionary Director, **Professor Prasoon M. Tripathi**, the journal continues to elevate its national and international standing by publishing innovative, relevant, and impactful research.

We hope this issue offers insightful readings to academics, practitioners, policymakers, and students alike.

Warm regards,
Dr. Ajay Kumar Patel
Dean, Research