Special Issue

Global Challenges of Digital Transformation of Markets (GDTM-2020)

Message from the Guest Editors

This Special Issue deals with the challenges of digital transformation in logistics and supply chain management, digitization of trade networks and global markets, with a primary focus on business processes and marketing transformation. In this Special Issue, we bring together experts both from the academic community and the real sector of the economy, providing a platform for exploring the global challenges experienced by regional and global markets in the age of digitization. Topics include:

- Digital transformation challenges in logistics and supply chain management;
- Digitalization of trade networks and global markets;
- Business processes and marketing transformation in age of digitalization;
- HR management in the digital era.

Assoc. Prof. Dr. Elena de la Poza

Guest Editors

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Message from the Editor-in-Chief

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