



Digital Strategy, Digital Transformation, and Sustainable Business Models

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Message from the Guest Editor

In a hypercompetitive and fast-changing world, companies face many challenges. As a response, they seek to reinvent themselves and create *Sustainable Business Models (SBMs)*. However, it is not clear how digital technologies may help companies to achieve this transformation. This Special Issue aims to fill this research gap. We call for research that sheds light on how digital transformation helps companies to create new *Sustainable Business Models*. Particular emphasis is given to technologies that enable innovative business models and strategies such as Artificial Intelligence (AI), robotics, big data, Internet of Things (IoT), blockchain, and other emerging technologies. For this Special Issue, *SBMs* are business models that withstand the tests of time (survive and thrive over time), while they may also strive to achieve other sustainability goals defined in the business model. We encourage an interdisciplinary mindset and plurality of methodological approaches. The articles should maintain high-quality research standards and help to provide answers to well-defined questions.





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Prof. Dr. Marc A. Rosen

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Message from the Editor-in-Chief

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