Special Issue

Digitalization and Innovative Business Strategy

Message from the Guest Editors

In the face of rapid digitalization and increasingly fierce competition, both profit and non-profit organizations are transforming their business strategies through innovation. Following the COVID-19 pandemic, digital transformation and digital upgrading accelerated. thereby reshaping business models. In the fields of organization, strategy, science and technology management, international business, and marketing, the academic community has paid increasing attention to the strategic thinking necessary for success in complex changing environments. The theme of this Special Issue is "Digitalization and Innovative Business Strategy". Scholars from related fields are invited to explore research issues related to digital services and corporate strategy innovation. Manuscripts with innovative perspectives, advanced viewpoints for the trends, cross-disciplinary integration, and diverse research methods are especially welcome. Papers on the analysis and testing of digital technology affecting international marketing are also welcome.

Guest Editors

Prof. Dr. Chun-Liang Chen

Prof. Dr. Chih Kai Chen

Dr. Yao Chin Lin

Deadline for manuscript submissions

closed (30 November 2025)



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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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