

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

30 November 2025



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/140514

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



About the Journal

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. *Sustainability* publishes original research articles, review 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. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)