

Special Issue

Digital Technologies in the Strategic Management and Sustainable Development of Agribusiness

Message from the Guest Editors

The role of digital transformation in agribusiness extends beyond operational efficiency, influencing environmental sustainability, supply chain resilience, and rural development. Smart farming solutions, autonomous machinery, and predictive analytics can optimize resource use, reducing waste and environmental impact. Blockchain technology can improve traceability and transparency in food supply chains, ensuring compliance with sustainability standards and consumer trust. Additionally, platforms enabled by AI and machine learning provide real-time insights that support data-driven decision-making, fostering resilience in agricultural markets. This Special Issue aims to advance the academic debate on how digital technologies are shaping the strategic management and sustainable development of agribusiness. It seeks high-quality contributions that explore innovative digital strategies, business models, policy frameworks, and empirical studies that address the key challenges and opportunities in this evolving landscape.

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