

Special Issue

Strategic Management and Organizational Innovation: Strategic Innovation as a Means to Improve Organizational Sustainability

Message from the Guest Editors

Strategic innovation is a firm's process of reforming or renovating its organizational strategy to accelerate business development, increase corporate value for shareholders and investors, and enhance competitiveness. Such innovations are crucial for firms to retain organizational long-term sustainability. We welcome submissions from diverse disciplines but are not limited to the following research keywords:

- strategic innovation as part of organizational strategy
- strategic innovation as a conduit for sustainable growth
- strategic innovation as a means to reinvent new products and services
- strategic innovation to compete against rivals in markets
- strategic innovation to develop business models
- strategic innovation to expand the customer base
- strategic innovation to efficiently improve corporate brand and target customers
- strategic innovation to make the supply chain and value chain more efficient and long-lived companies (i.e., proxy for sustainability)

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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.

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