

## **EDITORIAL: Smart technologies, sustainability, and corporate digitalization**

*Dear readers!*

We are pleased to present the second issue of the journal “*Corporate and Business Strategy Review*”.

In recent years, the study of smart technologies, sustainability, and corporate digitalization has increasingly aroused the interest of the scientific community. Scholars have initiated several studies, despite the awareness of the effects of certain strategic factors and elements based on the three research streams quoted will only be fully understood only in the near future.

In this research arena, business administration studies are offering both theoretical and practical evidence for a fair reflection of the defining aspects, strengths and weaknesses, effects and opportunities deriving from sustainability, corporate digitalization and smart technologies.

The intangible elements employed in the three research streams configure the number of intangible assets available to contemporary organizations. Smart technologies, corporate digitalization, and sustainability appear necessary instruments to build new business growth opportunities and new business models (Sylos Labini, Kostyuk, & Govorun, 2020; Hundal & Zinakova, 2020; Armenia, 2019; Fulco, La Sala, & Loia, 2019; Di Prisco, 2019; De Falco, Cucari, Canuti, & Modena, 2019).

Scholars defined smart technologies are considered as artificial intelligence, the internet of things (internet of things), big data and analytics, blockchain, cybersecurity, but also all the other assets identified linked to the adoption of technological innovations by the various organizations. Corporate digitalization includes the technological changes of companies that adopt digital tools to record and share information with the various stakeholders. The processes that lead to the adoption of digital technologies frame the digital transformation. Finally, digitalization and advancements in digital transformation are key drivers for the establishment of sustainable business models as mentioned by Ali (2020), Quarato, Pini, and Positano (2020), Grove, Clouse, Schaffner, and Xu (2020), Grove, Clouse, and Xu (2019), Esposito De Falco, Alvino, and Kostyuk (2019), Grove, Clouse, and Georg Schaffner (2018).

This issue aims to offer an overview of smart technologies, corporate digitalization, and sustainability, in order to outline the salient profiles in an economic-corporate key, also through the analysis of their synergies.

The research contributions collected in this volume represent the fruitful work of the authors and the editorial board. The papers published in this issue of the journal contribute to the previous research by Rainero and

Modarelli (2020), Clouse and Kostyuk (2020), Sveen, Gresaker, Hæhre, Madsen, and Stenheim (2020), Pastore (2019), Pitoska, Katarachia, and Giannakis (2018), Cranmer (2017), Huse (2005).

Thus, the paper by *Patrick Ulrich* and *Alexandra Fibitz* contributes to the previous literature in the field of business model innovation and digitalization. The paper by *Thomas E. B. Assan*, *Antoine Mulaba*, and *Mubanga Mpundu* assessed how the nature and scope of corporate governance influence effective and sustainable corporate governance as well as the strategies to enhance sustainable corporate governance. The paper by *Beniamino Milioto* integrates the successful business and economic smart city business and social model with highly sensitive risk governance relating to data collection, data monitoring, data storage, data control, and data governance. The work of *Patrick Ulrich* and *Alexandra Fibitz* focused on the impact of the digital transformation on the business models. Finally, *Amy Bonuedi*, *Daniel Frimpong Ofori*, and *Samuel Nana Yaw Simpson* took into consideration the CSR executives by a qualitative methodological approach, finding that CSR reports are used in correcting negative perceptions and stakeholder scepticism.

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