EDITORIAL: Digital innovation and internationalization in the contemporary business landscape

Dear readers!

In the fast-changing business landscape of today, the interrelationship between digital innovations and the international business environment is more critical than ever (Shaheer et al., 2022) and the rapid growth of digital innovations has brought about changes to several principles and rules of international business (Baum & Haveman, 2020). This Editorial highlights the multifaceted impact of these themes, drawing insights from recent research and case studies that emphasize their significance in different sectors. Within this framework, it becomes evident that the fusion of technology and global strategy is reshaping industries and creating new paradigms of operation.

In particular, the role of digital innovation as a transformative force is prominently featured across multiple studies (Novy et al., 2022; Khuan et al., 2023; Li, Gao, et al., 2023). For instance, in the current issue, some scholars highlight the pivotal factors that drive success in the implementation of technological innovation in academic institutions. This is not an isolated phenomenon but a trend echoed in various sectors, from the pharmaceutical industry’s innovation strategies to the strategic use of Six Sigma in Egyptian water companies for assessing capacity planning.

Similar considerations can arise from the side of the financial sector and in banks (Fairooz & Wickramasinghe, 2019). Indeed, in the current issue, some scholars explore the interconnectedness of digital currencies with traditional financial systems, highlighting the complex dynamics of contemporary financial markets, whereas others delve into how digital tools can enhance the precision and efficiency of financial operations.

On the other side, internationalization continues to be a cornerstone for the strategic growth of both big firms and small and medium enterprises (SMEs), as evidenced by several studies (Lahiri et al., 2020; Evers et al., 2023). In this regard, some scholars, in the current issue, examine the challenges and opportunities firms belonging to the fashion industry face during the internationalization process, providing insights into the dynamics of the global fashion market.

The process of internationalization is further enriched by other scholars, who explore the global opportunities and challenges faced by SMEs in adopting sustainable practices and others who offer lessons from emerging economies, highlighting the global efforts towards urban innovation and sustainability.

The synergy between digital innovation and internationalization is particularly compelling, as it opens new avenues for growth and competitiveness. By harnessing digital technologies, businesses can streamline operations, enhance customer engagement, and expand their global reach more efficiently. Internationalization, in turn, provides companies with access to diverse markets and resources, fostering innovation and driving economic development. This interplay not only accelerates business transformation but also enables organizations to adapt swiftly to changing market conditions and emerging global trends (You & Brahmana, 2023; Crespo et al., 2023; Du et al., 2023). In particular, in the current issue, some scholars focus on how digital platforms are enabling SMEs to penetrate international markets despite the constraints imposed by the COVID-19 pandemic. Furthermore, and considering the strategic implications of these studies, it is clear that organizations must cultivate agility and emotional intelligence within their leadership.

In conclusion, the different research presented in this issue offers valuable insights into how digital innovation and internationalization are shaping the future of various industries. As businesses navigate this complex landscape, they must leverage technological advancements and global strategies to achieve sustainable growth and competitive advantage. Sustainable growth emerges as a central theme, with digital innovation and internationalization driving long-term value creation (Li, Zhao, et al., 2023; Ardito, 2023). Sustainable entrepreneurship highlights the potential for businesses to align profitability with environmental and social responsibility (Khanchel et al., 2023). The strategic use of frameworks like the balanced scorecard ensures that
businesses can measure and optimize their performance across various dimensions, including sustainability (Stavropoulou et al., 2023).

The insights provided here should serve as a foundation for developing innovative strategies and making informed decisions that leverage both digital advancements and global opportunities. By embracing these trends, businesses can not only achieve competitive advantage but also contribute to broader economic and societal progress.

In summary, the research presented in this issue underscores the dynamic interplay between digital innovation and internationalization. As businesses navigate this complex landscape, the insights offered here can guide them toward sustainable growth and long-term success. We look forward to seeing how these findings are applied and expanded upon in future research and practice.

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REFERENCES


