

EDITORIAL: Innovation, technology, and digitalization impact on organizations success

Dear readers!

Welcome to the special issue of the journal *Corporate and Business Strategy Review*. This issue includes studies on actual topics of innovation, technology, digitalization, human resources capabilities, public and private investment, and macroeconomic factors, among others.

We live in a modern era of innovation, technology, and digitalization (Abbas et al., 2024). The market is changing rapidly, and firms need to focus on differentiation, intellectual capital, and competitive advantages to be successful and to survive (Xia et al., 2024). Nowadays producing or providing services is not enough, these products and services should have superior performance, and be unique and difficult to copy. Therefore, firms should focus on efficient and effective processes to improve quality. In this issue of the journal, *James Rianto Situmorang* found that product quality influences customers loyalty.

To enhance the firm value, the development of human resources is needed (Madhani, 2023). Human resources and intellectual capital are topics that are gaining prominence in the literature review. The work of *Fadi Shehab Shiyab*, *Ayah Mohammad Abed Alnabi*, *Abdallah Bader Mahmoud Alzoubi*, and *Mohammad Jamal Azzam* shows that managers with more competencies are more likely to maximize the firm value since have more knowledge to make better decision making. *Nongnuch Boonklum* also focuses on the impact of managers' capability to enhance firm performance. Moreover, *Bambang Agus Sumantri*, *Suliyanto*, and *Dwita Darmawati* argue that firms with dynamic capabilities have more competitive advantages as can easily adapt to market changes. This in turn contributes to increased innovative performance and to adaptive creative capabilities. For it, changes in business strategy are required as it influences firm performance, as is evident in the work of *Nadia Abdelhamid Abdelmegeed Abdelwahed*, *Mohammed A. Al Doghan*, and *Bahadur Ali Soomro*.

Information technology is also relevant to improving the firm performance (Sutrisno et al., 2023). Artificial intelligence, robots, big data, and automatization of processes help firms to be more efficient and have effective processes. Additionally, it contributes to improving the ways the business and the customers interact. *Alban Rakipi*, *Olimpjon Shurdi*, and *Julian Imami* show that the use of data mining and machine learning techniques in Albania banks improves the decision-making process as it helps to predict risks and to offer products and services more accurately to the specific customer. Also, *Mohammad Falah Samar Aljaman*, *Mohd Saiful Izwaan Saadon*, *Mohamad Rosni Bin Othman*, *Jehan Ahmad Kheiro Aburasul*, *Ahmad Heider Hussein Issa*, and *Aysheh Hassan Abu Ayyash* argue that technology and performance are linked.

Social media tools help to spread communication and knowledge, outside and inside the organization. If for one side the use of social media can reduce productivity and create some stress inside the organizations, on the other side *Amrita Sidhu*, *Akanchha Singh*, *Sayeeduzzafar Qazi*, and *Pretty Bhalla* found that it contributes to increased network collaboration and trust, due to knowledge sharing.

One product of artificial intelligence is the ChatGPT (Generative Pretrained Transformer), which was created in 2022 as the most sophisticated chatbot that works as a virtual assistant. *Pongsakorn Limna*, *Tanpat Kraiwanit*, *Kris Jangjarat*, and *Yarnaphat Shaengchart* found that ChatGPT is not well received by all. While some persons claim its advantages and potential applications, others focus on the ethical considerations and its limitations. In fact, this technology can help to disseminate communication and to improve our lives and various industries. A significant impact of ChatGPT is in education, especially in universities. Students can easily access information, but there is a huge risk of plagiarism (King & ChatGPT, 2023). *Vichaya Lipipun* and *Chatwarun Angasinha* argue that education and digitalization should be linked, but the scarcity of human resources and systematic constraints limit its benefits, calling for the need to invest in platforms to support digital learning. *Michael Sunday Agba*, *Grace Elejo Michael Agba*, *Pius Otu Abang*, *Agnes Ubana Enang*, *Lily Nnenna Ozumba*, *Otu Offiong Duke*, *Joy Uyo Ata-Agboni*, *Terrence Richard Eja*, *Godfrey Ekene Odinka*, *John Thompson Okpa*, *Augustin Eze*

Bassey, and Chris Iwejuo Nwagboso also argue that to develop human capital of universities to adapt to new changes in the education sector, more investment is needed. However, more knowledge also contributes to increased earnings management practices and fraud activities. Siti Noor Khikmah, Abdul Rohman, and Indira Januari argue that to prevent fraud, universities should have internal auditors to detect irregularities.

Innovation and new technologies can only exist if investment is made, both public and private investment. Blessing Takawira and Emmanuel Mutambara argue that investment in digitalization infrastructure helps to improve firms' success. Moreover, macroeconomic factors impact private investment, as presented by Brunela Trebicka, Altin Gjini, and Shkelqim Fortuzi. Macroeconomic factors also impact firms' performance, as firms depend on regional and economic development. In fact, Julia Safitri, Heffi Christya Rahayu, Jayadi Jayadi, Yuli Triastuti, Yoyo Indah Gunawan, and Anik Ariyanti show that inflation and interest rates impact firms' stock prices as they cause sentiment for financial investors. However, not all firms are impacted in the same way. Tafirei Mashamba and Chisinga N. Chikutuma conclude that macroeconomic factors did not impact bank profitability in Zimbabwe, at least in a direct way. Another impact on firms' performance is a value-added tax (VAT) as presented by Phindile R. Nene and Nthabiseng Violet Moraka.

A specific industry that is presented in this special issue is the bank industry in the works of Samapti Nath and Ram Chandra Das, and Tafirei Mashamba and Chisinga N. Chikutuma. This industry is facing several changes due to the digitalization and new technologies. This transformation helps banks to improve their efficiency and reduce operational costs, contributing to their success (Khattak et al., 2023).

The present issue presents several successful works of the authors, new ideas for future research and lessons that can be applied in practice to improve firms' success.

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