

## **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.

Sara Trucco,  
University of International Studies of Rome (UNINT), Italy,  
Editorial Board Member, Corporate and Business Strategy Review

---

## REFERENCES

- Ardito, L. (2023). The influence of firm digitalization on sustainable innovation performance and the moderating role of corporate sustainability practices: An empirical investigation. *Business Strategy and the Environment*, 32(8), 5252-5272. <https://doi.org/10.1002/bse.3415>
- Baum, J. A. C., & Haveman, H. A. (2020). Editors' comments: The future of organizational theory. *Academy of Management Review*, 45(2), 268-272. <https://doi.org/10.5465/amr.2020.0030>
- Crespo, N. F., Crespo, C. F., Silva, G. M., & Nicola, M. B. (2023). Innovation in times of crisis: The relevance of digitalization and early internationalization strategies. *Technological Forecasting and Social Change*, 188, Article 122283. <https://doi.org/10.1016/j.techfore.2022.122283>
- Du, J., Zhu, S., & Li, W. H. (2023). Innovation through internationalization: A systematic review and research agenda. *Asia Pacific Journal of Management*, 40(3), 1217-1251. <https://doi.org/10.1007/s10490-022-09814-z>
- Evers, N., Ojala, A., Sousa, C. M. P., & Criado-Rialp, A. (2023). Unraveling business model innovation in firm internationalization: A systematic literature review and future research agenda. *Journal of Business Research*, 158, Article 113659. <https://doi.org/10.1016/j.jbusres.2023.113659>
- Fairooz, H. M. M., & Wickramasinghe, C. N. (2019). Innovation and development of digital finance: A review on digital transformation in banking & financial sector of Sri Lanka. *Asian Journal of Economics, Finance and Management*, 1(2), 69-78. [https://www.researchgate.net/profile/Fairooz-Habeeb-3/publication/334168524\\_Innovation\\_and\\_Development\\_of\\_Digital\\_Finance\\_A\\_Review\\_on\\_Digital\\_Transformation\\_in\\_Banking\\_Financial\\_Sector\\_of\\_Sri\\_Lanka/links/5d1b517c458515c11c09b31f/Innovation-and-Development-of-Digital-Finance-A-Review-on-Digital-Transformation-in-Banking-Financial-Sector-of-Sri-Lanka.pdf](https://www.researchgate.net/profile/Fairooz-Habeeb-3/publication/334168524_Innovation_and_Development_of_Digital_Finance_A_Review_on_Digital_Transformation_in_Banking_Financial_Sector_of_Sri_Lanka/links/5d1b517c458515c11c09b31f/Innovation-and-Development-of-Digital-Finance-A-Review-on-Digital-Transformation-in-Banking-Financial-Sector-of-Sri-Lanka.pdf)
- Khanchel, I., Lassoued, N., & Baccar, I. (2023). Sustainability and firm performance: The role of environmental, social and governance disclosure and green innovation. *Management Decision*, 61(9), 2720-2739. <https://doi.org/10.1108/MD-09-2021-1252>
- Khuan, H., Andriani, E., & Rukmana, A. Y. (2023). The role of technology in fostering innovation and growth in start-up businesses. *West Science Journal Economic and Entrepreneurship*, 1(8), 348-357. <https://doi.org/10.58812/wsjee.v1i03.151>
- Lahiri, S., Mukherjee, D., & Peng, M. W. (2020). Behind the internationalization of family SMEs: A strategy tripod synthesis. *Global Strategy Journal*, 10(4), 813-838. <https://doi.org/10.1002/gsj.1376>
- Li, F., Zhao, Y., Ortiz, J., & Chen, Y. (2023). How does digital technology innovation affect the internationalization performance of Chinese enterprises? The moderating effect of sustainability readiness. *Sustainability*, 15(14), Article 11126. <https://doi.org/10.3390/su151411126>
- Li, S., Gao, L., Han, C., Gupta, B., Alhalabi, W., & Almakdi, S. (2023). Exploring the effect of digital transformation on firms' innovation performance. *Journal of Innovation & Knowledge*, 8(1), Article 100317. <https://doi.org/10.1016/j.jik.2023.100317>
- Novy, A., Barlow, N., & Fankhauser, J. (2022). Transformative innovation. In L. Pellizzoni, E. Leonardi, & V. Asara (Eds.), *Handbook of critical environmental politics* (pp. 593-610). Edward Elgar Publishing. <https://doi.org/10.4337/9781839100673.00053>
- Shaheer, N., Kim, K., & Li, S. (2022). Internationalization of digital innovations: A rapidly evolving research stream. *Journal of International Management*, 28(4), Article 100970. <https://doi.org/10.1016/j.intman.2022.100970>
- Stavropoulou, E., Spinthiropoulos, K., Ragazou, K., Papademetriou, C., & Passas, I. (2023). Green balanced scorecard: A tool of sustainable information systems for an energy efficient business. *Energies*, 16(18), Article 6432. <https://doi.org/10.3390/en16186432>
- You, H. W., & Brahmana, R. K. (2023). The role of digital orientation in moderating the relationship between innovation and internationalization. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-03-2022-0464>