

EDITORIAL: New research trends in corporate social responsibility, corporate governance, competitive strategies and digital innovation in business

Dear readers!

Welcome to the latest issue of the journal “*Corporate and Business Strategy Review*”, which illustrates some current research topics, especially in corporate social responsibility, corporate governance, competitive strategies and digital innovation in business.

For several years now, corporate social responsibility (CSR) and more recently environmental, social, and governance (ESG) factors, have gained global public attention and gained popularity among academics and people in the business world (Lee et al., 2012; Mian et al., 2024). The growing literature on CSR/ESG shows that they have become a significant activity for companies as it improves their productivity, consumer perceived value and their competitiveness (Currás-Pérez et al., 2018; Nyuur et al., 2019). In fact, the degree of corporate profitability can be influenced by a multitude of factors, including the organization's CSR/ESG performance.

An interesting aspect of corporate research on CSR/ESG is based on the consideration that the measurement of corporate profitability can also be affected by the way in which accounting integrates the impacts of environmental events in financial statements (Toke & Kalpande, 2024). Moreover, companies are now integrating ESG and sustainability disclosure into their corporate strategy to enhance their reputation and gain stakeholder trust. Within this line of research, the study by *Muhammad Nurrasyidin, Meutia Meutia, Elvin Bastian, and Agus Sholikhhan Yulianto* included in this issue of the journal examines the impact of CSR and the implementation of green accounting on the profitability of mining companies operating in Indonesia and the research of *Vineet Chouhan, Raj Bahadur Sharma, Shubham Goswami, Najeeba Al-Zaimoor, and Anjali Sharma* aims to measure ESG disclosure by Indian companies and stakeholder perspective.

With specific reference to the banking sector, the study present in this issue by *Pranesh Debnath, Kalyan Das, Ashima Goel, Vikram Singh, Anil Kumar Bhuyan, Hiranmayee Debi, Rishav Kanoo, and Animesh Saha* analyzes the level of CSR disclosure practices of companies in the Indian banking sector by mainly analyzing its CSR efforts on “education and training”, “health and sanitation” and “rural development”.

In the research area of corporate governance, this issue discusses the analysis of the possible impact of family business governance on corporate capital structure. Interestingly, when family owners have strong control over the firm, agency conflicts change from conflicts between managers and shareholders to conflicts between controlling and non-controlling shareholders. *Rio Dhani Laksana, Intan Shaferi, and Humaira Naznii* demonstrate how the moderating effect of the independent board can change the way the family firm controls dividend policy.

Another topic addressed in this issue concerns the competitiveness factor. The concept of competitiveness is a broad concept of great importance as it is closely connected to the goal of achieving competitive advantage (Guo et al., 2023). The increasing competitiveness of international markets in recent decades has stimulated research to carefully evaluate the competitiveness of specific strategic sectors of the country examined to define the most suitable strategies for their further development. In this research area, studies that try to fill the gap in the literature for the tourism sector in Greece, the study on the factors that influence the growth of the insurance sector in emerging markets, and the study on the competitiveness of Chilean cherry exports are illustrated. In an increasingly globalized and interconnected environment, companies that can adopt and adapt new technologies to their specific context are more likely to maintain and improve their competitiveness in the cherry market (Villacrés & Cheein, 2020).

Another recently developed topic in academia and business practice concerns the application of digital innovation in various sectors of business activities. In the present digital era, there is a wide and rapid diffusion of artificial intelligence in all business sectors. Indeed, digital innovation can lead to greater competitiveness through improvements in production efficiency, supply chain management and product quality (Zareie et al., 2024). ChatGPT is part of this

innovation process, which influences activities in all areas of life and is used in private and work contexts. In this regard, customers experience the constructive role of ChatGPT in achieving customer satisfaction in digital marketing.

In terms of digital marketing, some studies argue that ChatGPT factors, such as perceived convenience, perceived personalization, perceived accuracy, and perceived relevance, crucially satisfy customers (Abdelkader, 2023; Raj et al., 2023). Furthermore, it is interesting to see whether ChatGPT enhances personalized interactions, the provision of accurate information, relevant recommendations and convenient services. However, there is a need to further strengthen the knowledge and predictive power of these innovations in this area by clearly defining the conceptual framework and the rigor of scientific investigation.

In summary, the research presented in this issue of the journal highlights the importance of defining a correct competitive strategy that considers the role of CSR/ESG, the corporate governance structure and context in which the firm operates and the potential of digital innovation that can allow for an improvement in performance results.

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