

EDITORIAL: Corporate strategy, business management, digitalization and sustainability — A new paradigm of innovation and resilience in a global context

Dear readers!

In today's economic and social environment, corporate strategy and management play a fundamental role in shaping businesses' paths to success and sustainability (Meena et al., 2024). In a context characterized by rapid technological change, globalization, and growing societal expectations, companies are called upon to develop innovative and forward-looking approaches to address market challenges. Environmental sustainability emerges as a key element, no longer considered merely an ethical obligation but rather a strategic lever for ensuring long-term resilience and competitiveness (Aboelazm et al., 2025; Alkhodary, 2023; Priwarapan & Sonsuphap, 2025; Shaban & Zarnoun, 2024). The integration of sustainable practices and digital innovation thus represents a new paradigm, allowing organizations to combine economic growth, social responsibility, and environmental protection, paving the way for a more informed, efficient, and forward-looking business management model (Alsulami, 2025).

In this context, it is also crucial to consider how current challenges impact strategic sectors such as public healthcare and agriculture, essential pillars for societal well-being and economic sustainability. Public healthcare is facing increasing pressures related to the rise in chronic diseases, the need for innovation in healthcare services, and the management of emergencies such as pandemics (Zhou & Zhou, 2021). At the same time, the agricultural sector must address the challenges of climate change, food security, and the protection of natural resources, crucial to ensuring stable and sustainable supplies (Garske et al., 2021; Rattanasuksri et al., 2025). The interconnectedness of these areas and overall economic dynamics underscores the importance of integrated policies and a multidisciplinary approach that fosters the resilience and balanced growth of the system as a whole.

In a global context increasingly sensitive to environmental and social issues, the role of marketing is also evolving significantly, taking on a role not only in promoting products and services but also in educating and raising consumer awareness of more sustainable behaviors (Sharma, 2021). In a world that values sustainability, marketing strategies must adapt by promoting authentic and transparent values, highlighting the positive impact of consumer choices, and encouraging ethical practices. Consumers, increasingly informed and driven to contribute to collective well-being, tend to prefer brands that demonstrate a genuine commitment to sustainability, such as the use of recyclable materials, ethical production practices, waste reduction, and transparent communications. Consequently, marketing is shifting from emphasizing only the immediate benefits of a product to creating a narrative that embraces shared values and social responsibility, fostering a relationship of trust and loyalty.

Consumer behavior, in fact, is transforming in response to growing awareness of environmental issues, corporate social responsibility, and the need to adopt a more planet-friendly lifestyle (Jia et al., 2023).

In this scenario, companies must adopt more authentic and innovative approaches, leveraging digital tools (Wen et al., 2022), artificial intelligence (Correia & Água, 2023; Yang et al., 2025), and social media (Akin-Odukoya, 2024) to effectively communicate their sustainability commitments. At the same time, they must understand consumers' underlying motivations and the barriers that still hinder more eco-friendly behaviors, in order to develop offers and campaigns that are not only persuasive but also consistent with the expectations of a world aiming for a more sustainable future.

All the topics addressed in this issue's contributions constitute an important part of the strategic priorities of modern organizations, reflecting the challenges and opportunities of a rapidly evolving world. Their relevance lies not only in responding to the immediate needs of the market and customers, but also in preparing companies for an uncertain and dynamic future. Successfully addressing these critical areas will allow companies to strengthen their resilience, innovate sustainably, and maintain a competitive advantage over time. Adopting targeted

strategies and investing in emerging technologies, human capital, and agile processes are essential tools for navigating the complexities of the current environment and the challenges of the near future.

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