

EDITORIAL: Leading with purpose in a digital age — Human-centered governance and technology for resilient strategies

Dear readers!

Global crises, technological disruption, and rising societal expectations are reshaping the boundaries of corporate strategy. Organizations are constantly challenged to envision growth pathways that align economic rationales with responsibility and long-term value creation. Resilience and competitiveness increasingly depend on the ability of organizations to integrate sustainability into the core of their strategies while mobilizing human capital as the key driver of change (Karman, 2020; Tawk & Daw, 2024; Sapsanguanboon et al., 2025; Uppachai et al., 2025).

No longer confined to compliance or corporate reporting, sustainability now shapes value creation, market trust, and long-term survival. Investors and regulators alike emphasize environmental, social, and governance (ESG) metrics as indicators of corporate health, while consumers demand for greater transparency and environmental stewardship. As such, *sustainability-oriented governance* emerges as a mechanism that reinforces corporate capacity to respond to external shocks and build resilience (Hitt et al., 2021; Kaabi, 2023), particularly in times of crisis. To remain relevant, governance systems must evolve and incorporate a holistic vision of sustainable development (Grove & Clouse, 2018; Kwarteng et al., 2023; Coppola, 2024), embedding ecological, social, and ethical considerations meaningfully into strategic decision-making.

Digital transformation offers the opportunity to enhance human capabilities and stimulate innovations that will address fundamental societal needs (Oanh et al., 2025; Scafarto et al., 2025). Many companies are adopting digital tools not only to improve efficiency but also to demonstrate greater ecological consciousness and to meet the demands of increasingly conscientious consumers (Wei et al., 2018; Wan, 2023). Market research highlights how environmental attitudes and pricing shape the adoption of green products, while studies on ethical digital marketing further reveal that transparency and responsibility enhance brand trust and reputation.

While technology and digital tools may accelerate sustainable change, their effectiveness depends on the skills, adaptability, and values of people (Dallosi & Kygyku, 2023). Recent studies show that organisations struggle to cope with disruption and to integrate new technologies into their operations, particularly in the case of small and medium-sized enterprises (Abid et al., 2023). These organisations often encounter barriers such as limited financial and human resources, and high implementation complexity, which can discourage adoption. *Leadership quality*, therefore, becomes essential to fostering employee engagement and building workplace cultures where responsible innovation flourishes (Abu-Rumman, 2021; Abbu et al., 2022). In this way, cutting-edge technologies such as artificial intelligence, the Internet of Things, machine learning, and blockchain can be effectively leveraged to support organizational transformation and purpose-driven strategy.

This issue of *Corporate & Business Strategy Review* brings together contributions on the evolving strategic challenges of contemporary organizations across diverse settings and business realities. Taken together, these papers point to a pragmatic agenda. Embed ethical concerns into operating and commercial routines; design proactive governance systems; treat people and digital as a single system that powers quality and advocacy; and run sustainability as a dynamic capability. That is how organisations — large and small, public and private — can align performance with purpose in the years ahead.

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