

## EDITORIAL: Technology and sustainability to enhance resilient strategy

*Dear readers!*

Resilience is critical for any business organization in the current volatile and unpredictable environment, because it is no longer just a defensive mechanism for survival, but a strategic advantage for growth, innovation, and long-term sustainability. The modern context, marked by rapid technological changes, geopolitical instability, climate events, and market fluctuations, means disruptions are constant, making the ability to adapt and recover quickly an essential competency (Duchek, 2020). Resilience can be profoundly supported by different strategic choices and managerial tools, many of them based on technology (Ortega et al., 2025; Yoo, 2025).

Technologies can transform a defensive posture into a proactive, data-driven competitive advantage. They enable businesses to anticipate, adapt, and respond to disruptions with unprecedented speed and intelligence. Integrating resilience with sustainability principles (ESG) helps businesses manage climate-related risks, meet regulatory expectations, and ensure long-term viability by aligning with conscious consumer values and efficient resource management (Sapsanguanboon et al., 2025).

The issue of *Corporate and Business Strategy Review* (volume 6, issue 4) addresses many of these issues, taking into consideration crisis management, and the use of modern managerial tools, dealing with digital marketing strategies, evaluation of the adoption of generative intelligence systems, marketing strategies and sustainable distribution.

One relevant topic covered by the issue is represented by crisis management; contemporary organizations are facing unprecedented volatility, and strategic human resource management thus becomes critical in crisis preparedness. Empirical research indicates that human resources strategies significantly affect organizational capacity for anticipating, responding to, and recovering from interruptions (Aquino et al., 2023; Ghimire et al., 2024). Evidences from the Jordanian banks sector shed light on the ways in which these elements interact in practice (Sanders et al., 2024).

While the use of artificial intelligence (AI) in digital marketing will influence marketing strategies, business models, marketing procedures, and consumer service options, it will also influence customers' behaviour (Campbell et al., 2020). Following these considerations, another contribution focuses on the role of customer awareness and consideration in digital marketing strategy and performance. Interesting results concern the fact that customer awareness and consideration need to be given more attention while developing a digital marketing model, as it plays a pivotal role and constitutes a crucial mediating variable between each of the digital strategy variables and the targeted performance of small enterprises.

Another highlight of the issue is the valuation of corporate strategies for integrating generative AI within business-to-business (B2B) business models. Scholars recognize generative AI as a tool able to drive innovation and efficiency (Akpan, 2025; Moqaddem, 2025; Charllo & Kathiriya, 2023). The contribution aims to investigate the strategic challenges and opportunities associated with the adoption of generative AI.

In the case of resilience, sustainability becomes a critical lever for business organizations. In particular, sustainable marketing can help companies get more customers and improve financial performance, leading to sustainable development while protecting the environment and society. Sustainable marketing can be depicted as “a management conception which attends to the socio-ecological demands and eventually turns them into competitive advantages by delivering customers value and satisfaction” (Belz & Karstens, 2010, p. 3; Khandelwal & Saxena, 2010).

The article selected for special attention in the issue aims to identify and analyse commercial strategies based on sustainable marketing and distribution communications that can improve the competitiveness of seaweed products in Indonesia. This issue of *Corporate and Business*

*Strategy Review* presents various contributions that address the indicated themes, through different geographical and business contexts, providing interesting insights for strengthening the business's own resilience and integrating them into corporate and business strategies.

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