



# Journal of Open Innovation: Technology, Market, and Complexity

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## Global Challenges of Digital Transformation of Markets (GDTM-2020)

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### Message from the Guest Editors

Dear Colleagues,

This Special Issue deals with the challenges of digital transformation in logistics and supply chain management, digitization of trade networks and global markets, with a primary focus on business processes and marketing transformation.

In this Special Issue, we bring together experts both from the academic community and the real sector of the economy, providing a platform for exploring the global challenges experienced by regional and global markets in the age of digitization.

Topics include:

- Digital transformation challenges in logistics and supply chain management;
- Digitalization of trade networks and global markets;
- Business processes and marketing transformation in age of digitalization;
- HR management in the digital era.

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# Special Issue