



## International Business Administration: Business Models Innovation & Digital Servitization's Strategies

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### Message from the Guest Editor

Dear Colleagues,

The digital transformation has created new opportunities for value creation and value capture over the long-run; firms are required to innovate their business models in order to take advantage of the new challenges imposed by the current business environment.

In this regard digitalization enables firms to change their value offerings by moving from product-based business models towards digital service-centric models, by adding new services using digital technologies.

Firms can implement effective servitization strategies aimed to generate competitive advantage through reshaping their business boundaries, by developing new digital solutions. By combining digitalization with servitization, firms can strengthen their capabilities to enter new markets and to find blue oceans.

This special issue aims to investigate how digital technologies can enable firms to innovate their business models by implementing servitization strategies.

Both theoretical and empirical contributions are welcomed and interdisciplinary approaches are encouraged.





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## Editor-in-Chief

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## Message from the Editor-in-Chief

Welcome to *Administrative Sciences*, the journal aims to advance and communicate knowledge concerning management theory and practice both in public administration and in profit organizations; it encourages submissions that build on interdisciplinary research in related fields, such as business, economics, political science, gender studies, psychology, sociology, physiology, communication theory or artificial intelligence and their implications on management, organizations and the society. Join us on a journey through the *Administrative Sciences*, where management merges with innovation.

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