



Digital Transformation and Sustainability: Enabling the Digital Enterprise

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Message from the Guest Editors

In this new age of technology revolution, digital transformation is the new way of doing business by leveraging digital technologies such as Artificial Intelligence, Blockchain, Cloud, Big Data, Internet of Things, Mobile connectivity and Analytics, but also Augmented and virtual reality, resulting in significant changes in customer experience, business processes, and business models, and reshaping every industry across the globe.

Industry structures and business models are being disrupted, digital opportunities for retail are emerging, and the digitalization of the economy is being rapidly accelerated. An estimated 70% of new value created in the economy over the next decade will be based on digitally enabled platform business models.

This Special Issue will examine the link between digital transformation and sustainability and will focus on the rise of new digital trends, the importance of digitization to support more sustainable operations and the effects of shaping the future of the digital enterprise.





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Message from the Editor-in-Chief

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