



Digital Transformation, Social Innovation and Sustainable Business Model Innovation

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Message from the Guest Editors

Dear Colleagues,

In recent years, the diffusion of digital technologies such as artificial intelligence, cloud computing, social media networks, digital platforms, and virtual reality has significantly transformed companies' roles, strategies, processes, and governance mechanisms.

Despite the fact digital transformation and business model innovation has attracted extensive attention from both researchers and practitioners, there is a gap in the literature regarding how digital transformation and resultant business model innovation could be developed sustainably. For instance, what are the key factors that influence the success of digital transformation? How can the digital transformation process be effectively managed?

The purpose of this Special Issue is to focus on studies that enhance and broaden our understanding of digital transformation, social innovation, and sustainable business model innovation. We are inviting researchers who are interested in this topic to submit their high-level original research works from various perspectives, including consumer, company, channel, technology, and ecosystem of digital transformation.





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Message from the Editor-in-Chief

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