



## Sustainability in Strategic Management and Innovation in the Digital Age

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### Message from the Guest Editors

The increasing explosion of digital technologies possibly holds much potential for solving some society's most conspicuous and major challenges such as resource depletion, scarceness, disparity, and climate change. Connected devices, smart algorithms, and big data support the reformation of supply chains, enable more resource and energy-efficient consumption, and accelerate the diffusion of sustainable innovation. It is evident that human beings are bound to evolve and innovate, however, the tendency has also negatively impacted the environment and natural resources specially in the last few decades. Keeping the global environmental crisis in view, there is an utmost need to rethink the existing business models, management policies, and strategies to reverse the damage that has already been done. The prevailing situation has emphasized the importance to review the globalization and growth strategy towards the pursuit of innovative and sustainable models for business development and growth with a special focus on the employment, environmental upgrading, and quality of life in these models.





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