



## Innovation Management and Digitalization of Business Models

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### Message from the Guest Editors

Dear Colleagues,

The integration of digital technologies into all business areas has fundamentally transformed operations and value delivery to customers, driving the digitalization of business models across numerous aspects.

This transformation involves a broad spectrum of technological innovations such as artificial intelligence, big data analytics, and blockchain. Each of these technologies contributes significantly to reshaping the business landscape. Organizations are increasingly adopting agile methodologies to accelerate the innovation cycle and respond more effectively to market demands. Companies that successfully integrate and manage digital innovation into their business models are better positioned to gain a competitive edge, adapt to disruptive changes, and create sustainable value in today's fast-paced market.

This Special Issue aims to provide valuable insights for both practitioners and researchers, fostering a comprehensive discussion on the future of innovation management and the digitalization of business models.

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