

Special Issue

Sustainable Innovations: Effect of Digitalization on green management practices and entrepreneurship

Guest Editor (s)

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This special issue explores the intersection of digitalization and sustainability, focusing on how technological advancements are reshaping green management practices and fostering innovative entrepreneurial approaches. As organizations face increasing pressure to adopt environmentally friendly strategies, the integration of digital tools and technologies emerges as a critical factor in promoting sustainable business models.

Key themes to be addressed include:

1. **Digital Technologies in Green Management:** Examining how IoT, AI, big data, and blockchain can enhance resource efficiency, reduce waste, and optimize supply chains for sustainability.
2. **Impact of Digital Platforms:** Analyzing how digital platforms facilitate collaboration, knowledge sharing, and networking among stakeholders to drive sustainable initiatives.
3. **Digital Tools for Resource Optimization:** Exploring how technologies like IoT and AI can enhance efficiency in resource use and waste management.
4. **Eco-Innovation and Digital Entrepreneurship:** Investigating how digital platforms enable the emergence and growth of eco-friendly startups and innovative business models.
5. **Supply Chain Sustainability through Digitalization:** Analyzing the role of digital technologies in creating transparent, sustainable supply chains.
6. **Consumer Engagement and Digital Marketing for Sustainability:** Examining how digital marketing strategies can promote sustainable products and engage environmentally conscious consumers.
7. **Data Analytics for Green Decision-Making:** Assessing how big data and analytics support informed decision-making in sustainable management practices.
8. **Collaboration and Networking in Green Initiatives:** Highlighting the role of digital platforms in facilitating partnerships and collaborations for sustainability.
9. **Policy Implications of Digital Green Innovations:** Evaluating how regulations and policies can support or hinder the integration of digitalization in sustainable practices.
10. **Behavioral Change and Digital Solutions:** Investigating how digital tools can influence consumer behavior and promote sustainable practices at individual and organizational levels.
11. **Barriers and Challenges in Digital Sustainability Integration:** Identifying obstacles that organizations face when implementing digital solutions for sustainable management.

12. Future Trends in Digitalization and Sustainability: Speculating on emerging technologies and their potential impact on green management practices and entrepreneurship.

Contributions are welcome from researchers, practitioners, and policymakers that address theoretical frameworks, empirical studies, and practical insights into the transformative potential of digitalization in promoting sustainable innovations.

This special aims to provide a comprehensive understanding of how digitalization can be leveraged to achieve sustainable development goals, encouraging a dialogue among academics and industry leaders on future directions for research and practice.

All the submissions will be through the International Conference organized by Dr. Anuj Kumar aligning with the above themes, all the papers will be submitted to the journal after the conference. All the papers of the conference will be submitted by Dr. Anuj Kumar till 31st March'2025 (after the conference).

For more details on this special issue please connect:

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