

## **Strategic Business Management in the Digital Age: Contemporary Issues and Emerging Practices**

### **Sub-Themes**

#### **1. Strategic Management in the Digital Era**

- Emerging strategic management theories and practices
- Digital transformation and strategic decision-making
- Competitive strategy in technology-driven markets
- Strategic agility and organizational resilience

#### **2. Digital Transformation and Business Innovation**

- Digital business models and transformation strategies
- Innovation management in the digital economy
- Disruptive technologies and business transformation
- Digital platforms and ecosystem-based businesses

#### **3. Artificial Intelligence and Emerging Technologies**

- AI-driven strategic decision-making
- Generative AI and business applications
- Big Data, predictive analytics, and business intelligence
- Blockchain, IoT, cloud computing, and automation

#### **4. Leadership and Organizational Transformation**

- Digital leadership and strategic vision
- Leadership in technology-enabled organizations
- Change management and organizational agility
- Building digitally capable organizations

#### **5. Strategic Human Resource Management**

- Digital HR and workforce transformation
- Talent management in the digital age
- Employee engagement and performance management
- Upskilling, reskilling, and future-ready workforce

## **6. Marketing and Customer-Centric Strategies**

- Digital marketing and strategic brand management
- Social media and content strategies
- Customer experience and relationship management
- Data-driven marketing and personalization

## **7. Sustainable and Responsible Business Strategies**

- ESG and strategic management
- Sustainable business models
- Corporate social responsibility in the digital era
- Green innovation and circular economy strategies

## **8. Entrepreneurship and Start-up Strategies**

- Digital entrepreneurship and innovation
- Start-up ecosystems and competitive strategies
- Technology-driven entrepreneurship
- Scaling and growth strategies for new ventures

## **9. Strategic Finance and Risk Management**

- Digital finance and FinTech
- Strategic financial planning and performance
- Enterprise risk management
- Cybersecurity, data privacy, and digital risks

## **10. Global Business and Emerging Markets**

- Digital globalization and international business
- Cross-cultural strategic management
- Global competitiveness and market expansion
- Strategies for emerging and developing economies

## **11. Corporate Governance and Business Ethics**

- Digital corporate governance
- Ethical decision-making in technology-driven businesses
- Responsible AI and business ethics
- Data governance and privacy

## **12. Future Directions in Strategic Business Management**

- Industry 5.0 and human-centric business strategies
- Future of work and intelligent organizations
- Emerging trends in strategic management
- New paradigms of competitive advantage