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## Editorial

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Information in organisations is increasingly critical to ensure the efficiency of business processes. Technology enables the correct use of this information. Information systems therefore constitute a key component of the organisational strategy. Hence, effective information systems management has the ability not only to improve business processes but also to increase their long-term sustainability (Laudon and Laudon, 2020). Information systems are a key element of organisational strategy in the new paradigm of digital transformation (Vial, 2019). The changes that digital technologies can bring about in a company's business model result in product modifications, new organisational structures or automation of processes (Clohessy et al., 2017).

New digital technologies can be used to enable major business improvements in operations and markets by, for example, enhancing the customer experience, streamlining operations or creating new business models (Paavola et al., 2017).

One of the most important differentiating qualities of companies that survive in an increasingly dynamic and competitive market is their capacity for innovation and adaptation to the environment (Dew et al., 2011; Di Vaio et al., 2021). Technology is one of the basic pillars that allow companies to deal with challenges in the field of product and process innovation (Nambisan et al., 2017; Gil-Gomez et al., 2020).

In today's business environment, where information is a key factor of business competitiveness, digitalisation should be employed to manage all of a company's processes. The integrated management of all processes through digitalisation gives a company's management the necessary information to make the best decisions at all times. This strength increases productivity and improves performance (Oltra-Badenes et al., 2019).

Bouncken et al. (2020) analysed global expansion by drawing upon mechanisms from institutional theory. Digitalisation enhances the high digital identity of users. This attribute explains the emergence of this field of entrepreneurship, which displays high convergent forms of co-working spaces.

Thomson et al. (2021) investigated how industrial equipment manufacturers can align the development of technology, business models and ecosystem relationships to advance autonomous solutions and how the entrepreneurship of these manufacturers is involved in managing digitalisation.

Entrepreneurs must view the digitalisation of their businesses as a critical issue. Europe is implementing digital integration in public organisations, companies and society in general. Entrepreneurs must innovate by embracing technology as a key element in the progress of their business (Damian and Manea, 2019; Stratu-Strelet et al., 2021).

Adamides and Karacapilidis (2020) distinguished between two types of capabilities for innovation. The first, strategic, must be developed so that the organisation can proactively take advantage of an open innovation strategy. The second, operational, must be developed for the efficient implementation of open innovation processes. Information and communication technology (ICT) at the strategic level supports dynamic capabilities and related cognitive processes of managerial staff. ICT helps them develop and use the appropriate level of absorptive capacity and active transparency. As a component of operational capabilities, ICT aims at enhancing the day-to-day performance of innovation activities.

Organisational capabilities play an equally important role, especially in the development of organisational capabilities based on the generation of knowledge, technological capabilities and managerial capabilities. The world of entrepreneurship has grown rapidly in recent years, revolutionising the approach to business of established companies who want to internationalise and continue to grow in this uncertain and competitive environment (Ratten et al., 2017). One of the basic capabilities that any company must have when implementing its digitalisation strategy is attention to cybersecurity. Entrepreneurs must support technological partners that allow them to develop this capability (Mačiulienė and Skaržauskienė, 2019).

The main aim of this thematic issue is to analyse management and sustainability digitalisation in organisations. This thematic issue presents some cases that bring the organisational strategy closer to the digitalisation of businesses.

The first paper is titled 'Digitalisation in transport and logistics: a roadmap for entrepreneurship in Russia', by Popkova, Sergi, Rezaei and Ferraris. This paper explains that the potential of emerging technologies to reshape businesses from their traditional form to a more explorative and advanced variant is an established fact in all business sectors (Bresciani et al., 2018), including transport and logistics. Digitalisation, advanced technologies and the introduction of big data and the internet of things (IoT) have the ability to change the way cargo and traffic flows are organised and managed. They generate business opportunities and pave the way for innovation in new and improved services and business models. Given the aforementioned digitalisation-based business potential, managers, investors and entrepreneurs have always had a keen eye on the sector. Ultimately, what is vital for internal or external stakeholders is understanding the current situation, opportunities and future conditions. This is one of the main pillars for entrepreneurship and regional development in digital knowledge-based economies (Ribeiro-Soriano et al., 2020).

This study highlights the importance of digitalisation in the transport sector to escalate competition and enhance the financial positions of companies. Along with hindering the resilience and responsiveness of a company, traditional approaches also create considerable barriers for investors in this sector. After a detailed analysis of digitalisation opportunities in the transportation and logistics industry in Russia, this study examines different scenarios of contribution by important players in this sector. The aim is to find the optimal scenario to reach a maximised and balanced benefit for the state (government managers) and the business sector, which includes investors and entrepreneurs. This research also develops new theoretical and practical knowledge in the field of entrepreneurship by clarifying the methodological support for decisions made in capital investment, as well as key factors of digitalisation in the sector. Interestingly, the paper offers an intriguing economic approach to understanding players' potential strategies based on the prisoner's dilemma. Thus, this study provides a clear strategy for

stakeholders, especially entrepreneurs, entering the digital transport and logistics industry in Russia.

The paper ‘Exploring entrepreneurial genetic code of smart cities’ by Crecente, Sarabia, Carrillo and del Val provides empirical evidence of how smart cities develop smart entrepreneurial businesses. Cities are a strong force in the digital economy, representing around 80% of world GDP and accounting for a large part of employment, talent and knowledge. The study contributes to understanding the entrepreneurial genetic code of smart cities, a code based on knowledge, data, technology and public policies, which grow with mutual feedback. A sustainable and smart city is defined as an entrepreneurial motor of value creation through business projects in different competitive areas (energy, organic food, mental and physical well-being, and technology). Digitalisation offers the opportunity to create and invest in sustainable business projects in this smart habitat where cities around the world are involved. The focal smart habitat used in this paper to test the proposed model consists of 52 cities in Spain over the period 2015 to 2019. The results show a positive relationship between smart entrepreneurship and smart cities.

The paper ‘Gendered linguistic structures and the innovation performance of new ventures in emerging countries: the moderating effects of digitalisation and the entrepreneurial ecosystem’, by Xie, Wu and García, explains how the digitalisation of organisations influences management performance because the process of introduction and widespread use of ICT has profoundly changed societies and the global economy. In this study, digitalisation refers to the use of information technology (IT) or digital technologies to transform existing business processes, which drives follow-up innovations. Digitalisation requires firms to review their entire organisation, including workers’ skills and the firm’s internal processes. It also forces them to rethink their business models and management tools to maintain or improve performance. The level of digitalisation is a testimony to a firm’s success or failure in terms of incorporating digital practices into its business model and innovation processes. Given that digitalisation encompasses a wide variety of digital technologies that can lead to the more efficient running of a business, the enhanced identification of market opportunities and improved relationships with customers, it has become a vital issue in organisational management.

When aiming to achieve sustainable organisational development, an important issue is how to advance the innovation performance of new ventures. Organisational activities to advance innovation performance and improve the business process are usually shaped by cultural and institutional factors such as language. Therefore, this study examines how language affects the innovation performance of new ventures. Digitalisation, in the form of new technologies and applications, has reached nearly all industries, expanding the opportunities for new ventures. New digitalisation paradigms have modified the way entrepreneurs do business and have further affected the entrepreneurial ecosystem. Hence, this study considers whether digitalisation and the entrepreneurial ecosystem in our digital age offer new opportunities for organisations by identifying their contingent roles within the innovation process.

The paper ‘How women entrepreneurs manage the digitalisation of their business initiating a dialogue between the entrepreneurship as practice approach and the theory of bricolage’, by Le Loarne Lemaire, Bertrand, Maalaoui, Kraus and Jones, explains how women make their businesses digital through the prism of bricolage and practice. Given that women often create small ventures in service activities without much digital content and find it hard to make the business model of their venture evolve in order to grow their

business, the authors argue that this population of entrepreneurs feels threatened by the pressure to add digital technologies to existing business models. In an attempt to understand how women entrepreneurs manage to make their ventures digital, the analysis of three extreme cases from the mentoring industry through two theoretical prisms – bricolage and entrepreneurship as a practice (EAP) – reveals that women who ‘bricole’ while making their business digital are mostly those who are not embedded in masculine norms of entrepreneurship. First, the authors note signs of bricolage cognition during digitalisation. Second, data allow them to raise the hypothesis according to which bricolage cognition might be gendered. Third, they note that the choice of familiar or conventional bricolage as expressed in the three cases is mostly led by practices of networking and the social beliefs that women have inherited from their experiences or from exchanges with their peers.

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