
Book Review

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Sustainable International Business Models in a Digitally Transforming World

by: Anshuman Khare, Arto Ojala and William W. Baber

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The book *Sustainable International Business Models in a Digitally Transforming World*, edited by leading scholars such as, Anshuman Khare, Arto Ojala and William W. Baber is the seventh in the *Routledge Advances in Management and Business Studies* series of books published by Routledge. This book represents a comprehensive state-of-the-art portrayal of international business models in the digital world, which beside theoretical contributions, provides a mosaic of valuable practical evidence and case studies and make this book unique.

This book consists of 15 chapters, cleverly organised into three sections: theory, practice, and case studies, respectively, Section 1 discuss the existing literature related to the topic, Section 2 provides practical knowledge on digitalisation, business models and international business, while Section 3 presents four case studies of sustainable international businesses from sectors such the fashion and digital services industry.

More specifically, Section 1 (theory) is consisted of six chapters:

- 1 Digitalisation, digital services and companies' internationalisation: a literature review (contributed by Arto Ojala, Natasha Evers and Carlos M.P. Sousa).
- 2 The role of the two-order model for digital disruption in strategy formulation (contributed by Brian Stewart, Anshuman Khare and Rod Schatz).
- 3 Leading organisations as living systems: survival and sustainable evolution in ecosystems (contributed by Oliver Mack).
- 4 Circularity as a mitigator for VUCA impacts on supply chain (contributed by Deborah Dull).
- 5 The sustainable business model innovation of green digital-born globals (contributed by Agnieszka Chwialkowska, Waheed Akbar Bhatti, Mario Glowik and Saleem ur Rahman).
- 6 Influences of ownership structure on CSR performance in emerging markets (contributed by Ha Thi Thu Nguyen and Emmanuel Kusi Appiah).

Section 2 (practice) is consisted of five chapters, as follows:

- 1 Business model mechanisms for overcoming the liability of platformisation in international digital platform firms (contributed by Tamara Galkina and Irina Atkova)
- 2 The development of best practice digital disruption competency framework in supply chain management (contributed by Tjaka Segooa and Abubaker Haddud).
- 3 Business models and foreign operation modes of digital service providers (contributed by Arto Ojala and Eriikka Paavilainen-Mäntymäki).
- 4 Industry model of video games business in Kyoto (contributed by William W. Baber and Arto Ojala).
- 5 Value propositions of micro- and small enterprises in digital transformation of the global process industry (contributed by Martti Saarela, Anna-Mari Simunaniemi, Peetu Virkkala and Matti Muhos).

Section 3 (case studies) is consisted of four chapters, such as:

- 1 From sustainable business models to social innovation: the case of Samsung and art crimes (contributed by Paul Rosenbaum).
- 2 Business model innovation towards ecosystem sustainability: a case study of the chinese super league (contributed by Shuyang Liu, James Skinner and Anna Grosman).
- 3 Digital transformation in luxury brands: challenges in an uncertain world (contributed by Celia Rangel and Belén López).
- 4 Growth drivers of digital marketplaces (contributed by Sylwia Sysko-Romańczuk, Katarzyna Bachnik and Marcin Kurek).

As can be seen from the above, this book is a product of long-lasting endeavour and a contributions of several, highly motivated authors from different countries. The editors and authors have done their best to pull together all the necessary theoretical and practical knowledge about sustainable business models in a global context.

Based on the discussed topics, reputation of editors and motivation of the authors, it is expected that this book will draw attention and bring a valuable contribution to the field of business models and international entrepreneurship. It is highly recommended to all students, scholars, practitioners, policymakers all over the world, who are interested to know more about sustainable business models in a digitally transforming world.

In the end, I wish all readers enjoy reading this book as I did.