Editorial

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This special issue presents a collection of papers exploring diverse facets of sustainable business practices across various domains, including finance, management, education, and technology. Each study offers unique insights into current trends and challenges in sustainability, highlighting the significant role of sustainable practices in today's rapidly evolving economic and social landscapes.

1 The paper by Simona Mihai-Yiannaki and Georgios Trypidakis, 'A comparative study in fintech on the financial performance of ICO versus IEO and IDO during a shifting macroeconomic environment', explores how initial coin offerings (ICOs), initial exchange offerings (IEOs), and initial DEX offerings (IDOs) perform under varying economic conditions. By examining these blockchain-based financial models, the authors provide essential data for investors to consider when making decisions in the volatile cryptocurrency market.

2 Another critical study in this issue, by Dafni Petkou, Maria Tsiouni and Michael Vitoulis, 'Formation of environmental consciousness in pre-school children through the media: a typology of influence axes', investigates the impact of media on environmental awareness among young children. The findings underscore the importance of educational content and structured media exposure in shaping early environmental consciousness.

3 In the realm of finance and societal behaviour, Elvira Anna Graziano, Flaminia Musella and Gerardo Petroccione's paper, 'Toward cashless payments? The boost of COVID-19 in the Italian context', examines how the pandemic catalysed a shift toward digital payments in Italy, highlighting the social and

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economic implications of this transition as consumers increasingly adopt cashless transactions.

4 Ursula Schinzel's research, 'Online dating platforms – and their link to responsible leadership and uncertainty avoidance – the key impact of imagination', delves into the role of responsible leadership within online dating platforms, suggesting that imagination and cultural dimensions such as uncertainty avoidance play a crucial role in how individuals use these platforms for networking, social connections, and even professional collaborations.

5 In the manufacturing sector, Alessandro Augurio, Laura Castaldi, Clelia Mazzoni and Yioula Melanthiou explore 'Examining servitisation as a resource-based competitive advantage'. This study demonstrates the increasing adoption of servitisation in Italian manufacturing, where companies leverage service-oriented approaches to achieve competitive advantages through resource-based strategies.

6 Konstantia Dalla, Petros Lois and Georgios Makrygiannakis researched the topic of Greek public hospitals (GPHs) and found that these are set to adopt International Public Sector Accounting Standards (IPSAS) in 2025. This study examines how organisational readiness, perceived value, and two cultural factors – sociability and solidarity – affect the ease of IPSAS implementation. Data from 143 respondents among 375 administrative executives across 125 GPHs were analysed using a five-factor structural equation model. Findings show that readiness, perceived value, and solidarity significantly impact implementation ease, while sociability has little effect.

7 Harry Kogetsidis's paper, 'The application of problem structuring methods as a response to problem complexity', tackles the intricate challenges organisations face in complex environments, promoting problem structuring methods as effective tools for addressing multi-stakeholder complexities and fostering meaningful dialogue in organisational decision-making.

8 Finally, Ranjan Chaudhuri, Apoorva, Demetris Vrontis, Alkis Thrassou and Sheshadri Chatterjee address in their research a significant gap in the understanding of corporate social responsibility (CSR) by analysing 1,615 publications from Scopus and Web of Science through a quantitative systematic review. The study evaluates various global CSR models considering factors like dimensions, company credibility, communication, and brand equity, while identifying paradigm shifts, future trends, and emerging fields within the CSR domain. Using bibliometric software tools such as VantagePoint® and VOSviewer®, the authors present insights into contemporary CSR research trends, context, content, and direction through various visualisations, including autocorrelation maps and bubble charts.

Each of these studies emphasises a crucial aspect of sustainability, whether through innovation, education, or strategic resource management, offering readers actionable insights for fostering resilience and sustainability in today's dynamic business environment.

Special note that this special issue papers' abstracts were accepted and presented in the 15th Annual Conference of the EuroMed Academy of Business, Sustainable Business Concepts and Practices, held in Palermo, Italy during 21–23 September 2022.