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EDITORIAL: Corporate strategies, technological innovation, and decision-making in a transforming global economy

Dear readers!

Welcome to the latest issue of *Corporate and Business Strategy Review*. We extend our sincere gratitude to all contributors — authors, editorial board members, the publisher, and the anonymous referees — whose efforts have made this issue possible.

In an era of rapid technological advancements, shifting market dynamics, and evolving regulatory landscapes, corporate decision-making has become more complex than ever (Nauhaus et al., 2021; Menz et al., 2021). Organisations must continuously innovate and refine their strategies to maintain competitive advantage while navigating economic uncertainties, digital disruptions, and sustainability imperatives (Huang et al., 2024; Gouiaa & Huang, 2024). Indeed, the digital age has revolutionised how businesses operate and engage with their stakeholders (Abdelwahed & Soomro, 2025; Alsulami, 2025). As technology continues to evolve and disrupt traditional business models, companies must develop adaptive strategies to keep pace with these changes, ensuring they remain competitive and relevant (Khanom, 2023).

This issue brings together a collection of studies that explore how businesses in various industries and regions adapt their corporate strategies, integrate technological innovation, and make corporate decisions in response to emerging challenges and opportunities. The topics explored in this issue highlight some of the most pressing challenges and opportunities in corporate strategy, technological innovation, and decision-making. For instance, the integration of digital platforms and FinTech is reshaping business operations and financial services, particularly in developing economies and this rapid growth has transformed the way businesses operate, altering traditional paradigms (Cumming et al., 2023). As financial technology continues to evolve, future expectations include greater financial inclusion, more sophisticated digital banking models, and increased regulatory oversight to balance innovation with consumer protection (Gomber et al., 2018; Demir et al., 2022). Similarly, the impact of demographic shifts, particularly aging populations, presents both challenges and opportunities (Chand & Tung, 2014). Businesses and policymakers must continue developing strategies to support older individuals, ensuring economic participation and financial security.

In the following discussion, I highlight key contributions from selected studies that best represent the central themes explored in this issue.

The first paper in this issue by *Nadia Abdelhamid Abdelmegeed Abdelwahed, Amanullah Channa, Mohammed A. Al Doghan, and Bahadur Ali Soomro* explores how businesses leverage digital platforms and technological innovation to shape corporate strategy and enhance performance. The study highlights the positive impact of digital platform integration and technological innovation on corporate strategy and performance. Notably, the findings reveal that corporate strategy mediates the relationship between digital platform integration and corporate performance, whereas no such mediating effect is observed between technological innovation and corporate performance.

In a related theme, *Mohammad Al Rifai and Yousef AlBaker* assess FinTech's role in expanding financial inclusion across the Middle East and North Africa region, particularly in the Gulf Cooperation Council countries. Their analysis highlights how emerging technologies are transforming traditional banking and financial services, improving access for underserved groups such as women, youth, and small and medium-sized enterprises. However, the study also emphasizes the need for continued efforts to overcome barriers faced by marginalized communities, ensuring broader and more equitable financial inclusion.

Sari Budiarti, Agus Wibowo, Tuty Sariwulan, Unggul Purwohedi, Rahayu Lestari, and Saiful Falah explore how person-environment fit and imaginative self-efficacy influence the creative performance of millennial auditors. The study further examines the mediating role of job satisfaction in shaping the impact of these factors on the creative execution of millennial professionals, offering insights into how corporate strategy can foster innovation and performance within a younger workforce.

Nasikarn Sirikururattakorn, Rattaphong Sonsuphap, and Kiaticchai Pongpanich examine strategies to support Thailand's aging population. The study categorizes its findings into three key themes:

1) government readiness and policy effectiveness, assessing the strategic measures in place to address demographic shifts; 2) entrepreneurial preparedness, exploring how businesses adapt their services and products to cater to an aging consumer base; and 3) individual financial preparedness, underscoring the importance of personal financial planning and savings for aging individuals. By integrating these dimensions, the research offers a comprehensive perspective on the policy, business, and financial strategies required to navigate the challenges and opportunities presented by an aging society.

Leward Jeke, Sanderson Abel, Kudakwashe David Chitaukire, Julius Mukarati, Pierre Le Roux, and Simion Matsvai investigate the determinants of sustainability reporting among resource-based companies listed on Zimbabwe's two stock exchanges. Their findings indicate a notable increase in sustainability reporting between 2018 and 2022, with firm size, capitalisation, and sales emerging as key drivers of this trend. The study suggests that enhancing these factors could further improve sustainability reporting practices among resource-based firms in Zimbabwe, emphasising the importance of financial strength in fostering corporate transparency and sustainability disclosures.

Together, these studies underscore the evolving nature of corporate decision-making and the critical need for businesses to adapt to an increasingly dynamic global economy.

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