

## Special Issue

# CORPORATE STRATEGIES FOR SUSTAINABLE DEVELOPMENT AND ADOPTION OF NEW TECHNOLOGIES

**Issue**  
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**In cooperation with the  
Global Academy of Training  
and Research (GATR),  
Malaysia**

**Submission  
Deadline**  
**30.09.2023**

### Background

How do corporate strategies coincide with the current «green sustainability» paradigm? How does such interlacing affect the creation of customer value, and how does it sustain the companies' environmental, social, and financial performances?

The answers to these questions are gaining particular relevance, thus making it imperative for companies to learn new business development models consistent with this paradigm and, last but not least, to share this information with external stakeholders, including the public.

Such an approach will help create a holistic, integrated view of implementing sustainable development practices and foster a new culture consistent with such a large-scale transition to a green sustainable future.

Such an ambitious task is driven by the commitment to follow the UN Sustainable Development Goals (SDGs), which means that companies' strategies must be aligned with their requirements.

This provides both an opportunity and a need to undertake research on current challenges faced by companies.

### Potential article topics

- Companies' new competencies - transforming intra-corporate data and insights into «new knowledge» that reinforces the company's image as a conduit to the world of sustainable green development and helps the public master the new development paradigm.
- The linkages between the disclosure by companies of innovative information and their pursuit of green sustainability practices.
- Creating a green sustainability vision and engaging the broader community in its implementation.
- Examples of successful participation of companies in implementing a green sustainability model and the impact of this participation on the public.
- Challenges and opportunities related to disseminating new insights on sustainable growth.
- The contribution of Foresight scenarios, which present multiple perspectives on the transition to a green sustainable development model, to the formation of a worldview with new sustainability values.
- Innovative approaches to reporting, taking into account advances in the cognitive sciences with the use of new technologies.
- The influence of sustainable development practices on decision-making and external corporate communications.
- Integration of SDGs, global challenges, and perspectives into corporate management and communications practices.
- Sustainability reporting in different sectors (private companies, public sector, third sector) and hybrid perspectives.
- The impact of online communications on companies' activity in disseminating sustainability practices and its specifics.
- Stakeholders' reactions to sustainability-oriented management and disclosure.
- Integrated Reporting and Sustainable Corporate Governance.
- Asian Financial Crisis, Global Crisis, COVID-19 pandemic, and 'Reinventing' a New Business Model.

## Submission procedure

The special issue is expected for publication in the December of 2023. Articles to be considered for this special issue should be submitted by email to Guest Editors. Any questions on the submission and the special issues may also be directed to [Kashan.Pirzada@bcu.ac.uk](mailto:Kashan.Pirzada@bcu.ac.uk); [kashan@gatrenterprise.com](mailto:kashan@gatrenterprise.com).

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## About the journal

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