Innovating Sustainability: Strategic Impact of Digital Processes, Products, and Services

The digital transformation of the business environment has been keeping companies and organizations in a constant challenge over the last years (Vial, 2019; Wessel et al., 2021). In this rapid internal and external transformational process, digital products and services are becoming increasingly important to achieve and maintain competitive advantage (Weking et al., 2018). The ability of companies to align existing or new products or services with emerging technologies, like cloud computing, artificial intelligence, or big data analytics, will be relevant for shaping a sustainable and future-oriented business strategy and impacts their future strategic positioning (Hentschel et al., 2021; Pappas et al., 2018; Wiener et al., 2020). Further, in order to be able to generate revenue by digitally aligning the product and service portfolio, an organization must also be able to align internal processes and structures to changing and complex environments (Opland et al., 2022). Thus, in order to remain competitive and to represent sustainable and future-oriented organizations, companies need to focus on their external (products, services) but also internal (processes, strategy) innovation capabilities in the era of digitalization (Bley et al., 2021; Opland et al., 2022).

Considering the importance and topicality of these issues, relevant and future-oriented research in the area of strategic digital innovations of products, processes and services is of tremendous significance. Consequently, there is a strong need for additional insights into the strategic value of sustainable innovations for business models, how to achieve and maximize their impact, and finally, how to uncover opportunities and challenges offered by digitized processes, products, and services.

This track aims to discuss various facets and characteristics of strategic and digital innovations necessary for a holistic organizational transformation in the light of digital disruption. It thereby focuses on the resulting potentials and challenges caused by emerging technologies, such as cloud computing, artificial intelligence, or big data analytics, and how they can support companies in creating and maintaining sustainable business strategies. The track focuses on research that can be conceptual, theoretical, design-oriented or empirical and investigate issues such as (but not limited to):

- Competitive benefits and advantages of digital processes, products, or services
- Sustainable value creation through business models and strategies
- Strategic value and implementation of emerging technologies (i.e., cloud computing, big data, artificial intelligence, etc.) in companies or organizations
- Innovation Capabilities in the era of digitalization
- The role of employees in a company's innovation capability
- Innovation through shadow IT
- Employee-driven digital innovation
- Strategic business model transformation
- Big data-oriented or other innovative business models
- Benefits, barriers, costs of digital transformation in companies
- Challenges, opportunities, critical success factors of digital processes, products, and services

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Susanne Strahringer is a professor of Business Information Systems, especially Information Systems in Trade and Industry, at TU Dresden, Germany. Before joining TU Dresden, she held positions at the University of Augsburg and the European Business School. She graduated from the Darmstadt University of Technology, where she also obtained her PhD and completed her habilitation thesis. She has published in outlets such as Information & Management, the Journal of Information Technology Theory and Application, Information Systems Management, the Journal of Information Systems and e-Business Management. Her research interests focus on IS management, ERP systems, and enterprise modeling. She has served – among other conferences – as a track chair for the *International Conference Wirtschaftsinformatik* (WI), as a minitrack chair at the *Americas Conference on Information Systems* (AMCIS), and as an Associate Editor at the *European Conference on Information Systems* (ECIS).

Katja Bley is a recipient of the ERCIM "Alain Bensoussan" Fellowship at the Norwegian University of Science and Technology (NTNU) and a post-doctoral researcher at the Technische Universität Dresden (TU) in Germany. She holds a PhD from TU Dresden. In her academic activities she addresses the assessment and evaluation of digital transformational processes as well as sociotechnical aspects of the phenomenon of digitalization. Her research has been published in outlets such as *Lecture Notes in Computer Science* (LNCS) and *Lecture Notes in Business Information Processing* (LNBIP) and presented at conferences such as *European Conference on Information Systems* (ECIS), *Hawaii International Conference on System Sciences* (HICSS), and *Pacific Asia Conference on Information Systems* (PACIS). She is a minitrack chair on digitalized products and services at the *Americas Conference on Information Systems* (AMCIS) and an Associate Editor at the *European Conference on Information Systems* (ECIS).

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