

# Call for Paper

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The journal accepts theoretical, empirical, critical, comparative, and case study research using qualitative and/or quantitative, or mixed methods that offer contributions to the following subtopics:

- Digital business performance
- Digital technology and innovation
- Digital entrepreneurship
- Digital Marketing
- Human resource qualifications in digital transformation
- Financial Technology
- Information technology management
- Data-centric business models and data monetization
- Big data-driven business models
- Blockchain driven business models
- Business ethics
- Social network-driven business models (crowdsourcing, crowdfunding)
- IoT driven business models
- Business model innovation
- Digital business model design and development
- Start-ups, lean concepts, and agile development
- Digital transformation and social impact
- Artificial Intelligence for business application

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