

Special Issue

Thriving Through People: Human-Centered Strategies for Organizational Sustainability in the Digital Age

Message from the Guest Editors

Digital transformation is no longer a question of narrow technological upgrade, but a broader process of organizational renewal that reshapes structures, capabilities, business models, workflows, and decision processes (Verhoef et al., 2021; Plekhanov et al., 2023; Kostelić & Etinger, 2025). This transformation is now being accelerated by the rapid diffusion of generative artificial intelligence (GenAI), which is expanding the speed and scale at which organizations and public administrations can generate information, automate tasks, support judgment, and redesign services. At the same time, the spread of AI into managerial and public-sector contexts raises important questions about governance, accountability, transparency, and institutional readiness, especially where decisions affect employees, citizens, or other stakeholders. We are particularly interested in research that bridges leadership, operations, business processes, strategic decision-making, and HR/human capital, and that offers actionable implications for practice, such as validated instruments, decision frameworks, governance mechanisms, intervention designs, and evidence-based recommendations.

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