

Foreword

This latest book edited by Dr. Hacioglu presents a selection of contributions from eminent authors on the important issue of Strategic Fit and Design. In the book you are about to read, recent developments in the field are summarized by 28 research articles with international contributions from Korea, India and Croatia. With the development of IT technologies and the advent of digitalization it has become ever more important for business organizations to assess the strategic fit between the innovations and their organizations goals. An improper or hasty assessment of the strategic fit may result in an investment in a technology that the organization is not yet ready for and the high expectations from the new technology will soon turn to regrets. This is why many new technologies when adapted improperly or too early eventually lead to financial losses. Blockchain, Artificial Intelligence and Big Data are some of the new buzzwords widely discussed in academic and practitioner circles. However, not enough research has been published about the successful implementation of these and similar technologies in different fields such as health care and environmental management. Also the implementation methods of the new technologies are widely varied from purchasing new hardware or software from outside vendors to using software as a service (SaaS) or platform as a service (PaaS) models. Considering all these issues in a holistic manner, this publication attempts to fill the void in the literature. The book covers a wide range of issues starting from Transformational Change and Designing New Strategies in the Digital Era to Relevant Topics and Current Issues in Business Ecosystem. All the contributions are of high scientific quality assured by the editorial process. This collection will be a valuable piece for academics and practitioners wishing to expand their understanding of strategic fit and business ecosystems.

I would like to take this opportunity to thank the editor and the many authors who have contributed with their original research papers. Business ecosystems will continue to be a major research interest for a long time and I certainly hope the editor will continue to produce excellent edited volumes in this area.

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