

Editorial

*Salvatore Esposito De Falco**

No abstract is available for this article

The world we live is characterized by rapid and discontinuous changes in social, economic, and technological landscapes. These extraordinary conditions have become ordinary, challenging organizations to adapt and navigate the “New Normal” (Loon et al., 2020).

As management scholars, it is crucial improve the ongoing issues that confront managers and bridge the gap between scholarly work and practical challenges.

Overall, the “New Normal” has accelerated digitalization and transformed the workplace and organizational practices. To thrive in this technology-driven era, companies need to embrace digital transformation and integrate technology into their operations (Kraus et al., 2022).

This entails adopting innovative practices and leveraging technology to enhance efficiency, collaboration, and decision-making. By embedding technology-driven practices, organizations can gain a competitive edge in the increasingly competitive business climate. For this reason, firms that engage in innovation activities are more likely to cope well with the challenges of COVID-19 as they benefit from better managerial know-how and increased attention to environmental conditions that allows them to efficiently reconfigure their assets and re-calibrate market operations (Krammer, 2022).

The transformative environment created by the pandemic calls for a fresh perspective on management studies. Traditional approaches may no longer be sufficient in the face of evolving challenges. Organizations must practice alternative approaches that enable them to adapt to the dynamic business climate. Studies recommend that organizations adopt innovative and flexible business models to generate added value for customers and other

* Full Professor of Business Management, Sapienza Università di Roma. salvatore.esposito@uniroma1.it

stakeholders as a survival and growth strategy (Singh et al., 2022). These approaches should promote flexibility, agility, and responsiveness to change while upholding the strategies and business models of organizations.

Finally, as we navigate the “New Normal”, it is imperative for management scholars and practitioners to collaborate and address the practical challenges faced by organizations. This issue of the Journal emphasizes the need to adapt highlight the importance of technology integration, strategic reorientation, and innovative governance practices for organizations to adapt and thrive in the ever-changing business landscape.

By examining the validity of existing theories, redefining the purpose of companies, embedding technology-driven practices, and exploring alternative approaches in strategic management, organizations can effectively navigate the challenges and opportunities presented by the “New Normal”. It is through these practical endeavors that we can bridge the gap between good theories in academic research and real-world issues; after all, “*good theory come from the engagement with problems in the world, not gaps in the literature*” (Kilduff, 2006 cited in Van Maanen, Sorensen and Mitchell, 2007, p. 1149)

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