

Hanafizadeh, Payam; Kim, Seongcheol

Article

Digital Business: A new forum for discussion and debate
on digital business model and digital transformation.

Editorial

Digital Business

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Digital Business

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Editorial

Digital Business: A new forum for discussion and debate on digital business model and digital transformation



Digital technologies are radically transforming products, services, businesses, industries, and ultimately people's lives. On the other hand, the consumers' needs become more fragmented and they are not any more passive but active participants. Governments and regulatory policies in most countries are trying to create healthy environments for the development of the digital business ecosystem. Accordingly, these new trends bring a new paradigm wherein traditional businesses are redefined, new digital businesses are created, and means of adding value are transformed. Digitalization is increasingly viewed as an enabler and driver of the business model and value creation, and value capture (Kohtamäki, Parida, Oghazi, Gebauer, & Baines, 2019) and the advancements seen in digital technology have created a new digital business ecosystem (Senyo, Liu, & Effah, 2019). Although digital technologies play a crucial role in digital transformation, they alone may not be the centerpiece of digital transformation. The key is to combine these technologies together with a business logic that can transform a business into digitalization. In recent years, the attention of reputable and high-ranking journals to the subject of digital business and particularly digital business model and digital transformation has increased. The growing advent of emerging technologies such as big data, cloud computing, Internet of Things, artificial intelligence, blockchain and cryptocurrencies and appearance of the Industrial 4.0 encouraged us to launch a dedicated journal to the subject of digital business and provide a forum for discussion and debate on its latest development.

By the way, as you are all aware, the COVID-19 pandemic dramatically changed the way of living of people as well the way of doing business in a very short time frame. Since it has made a significant effect on the digital business ecosystem, there is a requirement for the scholars to tackle various problems related to this viral pandemic.

Digital Business, a new, Open Access journal, was launched to understand the digitalization of business. The journal aims to publish original research articles, reviews, and opinion in the form of short communication on how digital technologies impact business models, and what this means for the future of work.

This inaugural issue of *Digital Business* deals with 4 interesting topics three of which relate to mobile applications and mobile devices. Technology and digital transformation have provided many benefits to digital businesses, but despite all the advances and advantages, the digital transformation of organization involves changing processes and activities to use more digital technologies that might also entail consequences, disadvantages and challenges. The first two articles address two challenges concerning mobile device management and usage; (1) Security and privacy issues in mobile device management, and (2) Technostress in mobile instant messaging. In the times of the COVID-19 pandemic and its disrupting

impacts on businesses, it could also be considered as a chance for driving the innovative application of existing digital technologies such as cashless payments more than ever. The third article also relates to mobile applications in the payment industry and attends the adoption of cashless payments in Malaysia.

Mobile applications and development of new technologies or the innovative applications of existing and prior digital technologies are all instances of digital innovation. These innovations are all results of effortless endeavors of researchers and enthusiasts who seek to extend the boundaries of science and technology via their creativity. The last article tries to find out whether there is still room for more research in the field of digital innovation and specifically enterprise in the sharing economy.

The following is a brief story of this issue:

In the article titled 'An Effective Approach to Mobile Device Management Security and Privacy Issues Associated with Mobile Applications', Hayes, Cappa, and Le-Khac have examined the question of whether it is still adequate to rely (and trust) on permissions requested during the installation of mobile applications and on official privacy policies. Accessing more data enables digital businesses to gain insights into user behaviors and preferences that provides them competitive advantage over other players. Thus in this path there might be some who will neglect user privacy and security concerns and rights. The focus of the authors in this paper is on examining and analyzing privacy (from confidentiality; integrity; availability (CIA) 's triangle of information security) and security issues associated with some of the most popular mobile applications and how the data collected from users may be used by companies, practitioners and policymaker through an analytical framework based on static analysis, dynamic analysis, and review of privacy policy statements. The results of applying the proposed analytical framework on the 6 most popular mobile applications in the United States show that all have one or more of these privacy issues and that application developers are collecting personal data beyond what they assert officially.

The breach of personal data, user privacy and security are the dark sides of technological developments. But it doesn't stop there. Researchers have studied on the disadvantages of mobile instant messaging (MIM) applications called 'Technostress' that is a phenomenon resulting in the stress derived from the use of information technology. According to authors, there are two common features in most technostress studies that focus on large enterprise systems rather than communication technologies and mobile applications, and those that focus on the information overload aspect, which does not provide a complete understanding of the phenomenon. In the study conducted by Bahri, Fauzi and Syazwani Ahmad titled 'A communication overload scale for use with mobile instant messaging in work

management', they state that despite the growing use of MIM applications, their disadvantages may still have been overlooked. Considering the gaps in the extant literature, they have developed a dedicated scale for measuring communication overload resulted from the use of MIM applications for business tasks that expands the communication overload construct by identifying its 5 dimensions and categorizing 19 related items under these 5 dimensions.

Apart from the disadvantages and challenges mentioned in the first two articles, considering the advantages of technological advances in the field of application of mobile devices, cashless payment has become a key component of the global economy, and its expansion is a key factor in predicting economic growth. In the article 'Analyzing consumer adoption of cashless payment in Malaysia', Rahman, Ismail and Bahri studied the most important factors that affect the adoption of cashless payment in Malaysia. To answer this research question, they adopted the well-established model, UTAUT2 (unified theory of acceptance and use of technology, UTAUT2) and developed a conceptual model that describes the adoption of cashless payment by consumers. They found out that factors that have the most significant effect on the adoption of cashless payments in Malaysia which have been provided in details in the article.

Cashless payments are considered as digital Innovations that have interested information systems and marketing researchers, and valuable research has been done in this area. The question is whether there is a need for another research agenda in this area, despite the many years of experience and valuable research. In 'Digital Innovation & Enterprise in the Sharing Economy: An Action Research Agenda', Shaikh, Sharma, and Karjaluo to expand the agenda presented by Yoo, Henfridsson, and Lyytinen (2010) by combining Action Research (AR) with the Design Science Research (DSR) approach. They have shown that Digital Innovation & Enterprise (DI&E) is a prolific field of research in shared economy. As a research question, they have studied how DI&E ecosystems are designed for a shared economy

and have also explored what generalizable use-cases of best practices and lessons learned we can develop based on empirical research.

We hope that the topics selected for this journal and the articles published in this and upcoming issues may fulfill several business dreams and bring them into practices. We also would like to express our appreciation and gratitude to the authors, the associate editors, the editorial board members, and all ad-hoc reviewers for contributing to this inaugural issue. Finally, special thanks must be given to Ms. Caroline Moors, the senior publisher of business & management, and Ms. Meykandan Krishnan, the journal manager, for their great assistance and support.

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Payam Hanafizadeh

Allameh Tabataba'i University, Tehran, Islamic Republic of Iran

E-mail address: hanafizadeh@gmail.com

Seongcheol Kim

Korea University, School of Media and Communication, Seoul, Republic of

Korea