

Technological Innovations for Business, Education and Sustainability

TECHNOLOGICAL INNOVATION AND SUSTAINABILITY FOR BUSINESS COMPETITIVE ADVANTAGE

Series Editors: Allam Hamdan and Reem Khamis

Innovation and sustainability are broad terms that describe many interdisciplinary sciences – business success and competitiveness may not be separated from social and cultural aspects that interfere with any future development prospects. Research in across areas would provide a better understanding of international experiences, bridging the gap between developing and developed nations. This series promotes new visions for business research prospects that work in favor of innovation and sustainability in terms of governance, environment, and ethics.

Technological Innovation and Sustainability for Business Competitive Advantage highlights business problems faced by institutions in a scientific way, finding possible practical solutions. Contributing to setting and improving business theories and practices and encouraging scientific research in technological innovation and sustainability, volumes activate dialogue between academics, practitioners, and individuals and provide recommendations to improve institutions.

Technological Innovations for Business, Education and Sustainability

EDITED BY

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Ahlia University, Bahrain



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL

First edition 2024

Editorial matter and selection © 2024 Allam Hamdan.
Individual chapters © 2024 The Authors.
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British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-83753-107-3 (Print)

ISBN: 978-1-83753-106-6 (Online)

ISBN: 978-1-83753-108-0 (Epub)



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Foreword

Technology innovation became essential in day-to-day operations; post COVID-19 governmental and organizational strategies have shifted toward digital transformation and green processes including education sector. The role of Business Education is crucial; business schools mission statements aim to produce graduates equipped with sustainable skills that could lead organizations from a technological aspect including digital transformation and use of technology innovation. International Accreditation Bodies including to Association to Advance Collegiate Schools of Business (AACSB) revised their standards with more emphasis on technology innovation to allow graduates to have the appropriate competency level to support business sustainability and impact. Technology Innovation including the use of Artificial Intelligence (AI), Big Data, and Data analytics supports various ways the businesses in terms of facilitating operational or strategic decision-making with a level of rationality, and evidence based on several studies highlighted the need to effectively utilize the technology for sustainable business operations including identification of risks and forecasting. In terms of business education, studies highlighted that 83 jobs will no longer be valid in the future due to technology innovation; therefore, education section must transform its teaching and learning methods to maintain the expedition of innovation and produce graduates with key competency in terms of ICT and digitalization. The question is “Technology Innovation” is it a blessing or a curse?

The answer is found in this book; a careful selection of the book chapters assures providing an insight for the readers that could be used by authors and policymakers. This book covers several chapters which highlight different innovative technology tools, education and teaching practices, and sustainability actions toward impact from multiple contexts. This book contributes to the United Nations Sustainable Development Goals (UNSDGs), particularly Education Quality (SDG4), Sustainable Cities and Communities (SDG11), and Partnership for the Goals (SDG17).

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Preface

The world is rapidly changing, and technology is at the forefront of this transformation. Technological innovations have revolutionized every aspect of our lives, from the way we communicate, to how we learn, work, and do business. The impact of technology on business, education, and sustainability cannot be overstated, and this book serves as a testament to the crucial role of technology in shaping the future of these fields. The era of digital economy is no longer anticipated since we are currently living in it. Several frameworks are needed to be discussed to better understand how business, education, and technology could enable people contribute positively to the global digital transformation. Business and business education needs to beat the contradictory that always existed between the needs of labor market and outputs of universities. Educators need and employers should have some kind of similar perception for the skills needed to enhance employability. This book will clearly contribute to the growing need of aligning business strategy and educational curriculums with the changing needs and skills needed for business workplaces in different fields such as marketing, management information systems, and data analytics along with other business applications of AI.

The book's focus on sustainability is particularly relevant as it aligns with the United Nations' sustainable development goals (SDGs). The SDGs aim to create a better and more sustainable future for all, and technology is a key enabler in achieving these goals. This book's chapters explore the role of technology in promoting sustainable development and offer insights into how technology can be used to address the challenges facing the world today.

This book, entitled "Technological Innovations for Business, Education, and Sustainability," is a compilation of 19 chapters that have undergone rigorous double-blind peer review to ensure quality and accuracy. The chapters cover a range of topics that explore the intersection of technology, business, education, and sustainability.

This book is divided into three sections, each focusing on a different area of technology's impact on business, education, and sustainability. The sections are as follows:

Section I. Business Intelligence, Technology for Sustainability.

Section II. Technological Education and Skills Development for Sustainable Practices.

Section III. Digital technologies, Economic Diversification, Entrepreneurial Capacities, and Sustainability.

This book's chapters explore a range of topics within these sections, including the impact of digital transformation on business practices, the role of emotional intelligence in job satisfaction, and the relationship between board structure and financial performance. The chapters offer practical insights and solutions for leveraging technology to achieve sustainable development goals, improve business practices, and enhance the quality of education.

We hope that this book will inspire further research and innovation in this exciting and rapidly evolving field.

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Acknowledgment

We would like to express our sincere gratitude to Prof Abdulla Y. Al Hawaj the Founding President and the Chair of the Board of Trustees of Ahlia University, Bahrain, for his unwavering support and dedication to the advancement of scientific research. His invaluable guidance and expertise have been instrumental in the success of our research efforts. Also, we would like to thank all the chapter authors who contributed their time, knowledge, and expertise to make this book a reality. Lastly, I would like to thank the referee of our book for their insightful comments and constructive feedback, which have helped us to improve the quality of the book.

