

Guest Editorial

This special issue contains papers from two international conferences. The first international conference was organized by the Department of Commerce, Manipal Academy of Higher Education, Bengaluru, in collaboration with Confab 360 Degree and INTI International University, Malaysia on 27th and 28th November' 2025. The conference venue was the Department of Commerce, Manipal Academy of Higher Education, Bengaluru, India. The conference title was Sustainable Synergies – Technological Innovation and Resilience in Global Business Practices. The following three papers were shortlisted from this conference.

- Determinants of Mobile Payment Adoption by Businesses: An Empirical Investigation Using the Perceived E-Readiness Model (PERM)
- AI-Augmented Mobile and Data-Driven Decision Making in Business: Mapping Global Research Trends for Decent Work, Economic Growth, and Innovation
- A Corpus-Based Analysis of Digital Communication Patterns in Mobile Messaging Platforms

The second conference was organized by Confab 360 Degree and Manipal Academy of Higher Education, Dubai Campus in collaboration with Rushford Business School, Switzerland; NSHM Knowledge Campus, Durgapur; Bosowa University, Indonesia; European Global Institute of Innovation and Technology, Malta; and AL-Nahrain University, Iraq. The conference was held on 10th and 11th December' 2025. The conference venue was Manipal Academy of Higher Education, Dubai Campus. The title of the conference was “2nd International Conference on Innovation for Impact: Digital and Mobile Technologies for Sustainable Business Management, Teaching & Learning, Environmental Protection, Healthcare, Tourism, and Engineering Applications.” The following five articles were shortlisted from this conference.

- AI-Powered Mobile Applications in Hotels: Guest Personalization, Operational Efficiency, and Sustainability
- AI-Powered Mobile Feedback Systems for Real-Time Service Quality Improvement in Hotels
- Digital Well-Being in Mobile Learning Technology: A Systematic Literature Review in Educational Environment

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- Adoption of Interactive Mobile Learning Technologies through the Lens of the Technology Acceptance Model
- AI-Augmented Mobile ESG Data Capture: A Conceptual Framework for Sustainable Procurement in Engineering and Construction

In both the conferences, nearly 300 papers were presented by scholars, industry experts, and academicians. The presenters were from India, United Arab Emirates, Switzerland, Malta, Iraq, Malaysia, Egypt, Vietnam, Indonesia, and United Kingdom. For this special issue a total of 10 papers were shortlisted. Eight papers were shortlisted through conferences and two were shortlisted through open calls. The two papers which were shortlisted through open call are listed below:

- A Comprehensive Bibliometric Study on Exploring the Frontier of Artificial Intelligence (AI) Sustainability in Business
- Digital Transformation in Vietnamese SME: Challenges, Opportunities and Strategic Implications

This special issue is geographically diverse with authors from India, Malaysia, Vietnam, Switzerland, Malta, Indonesia, Egypt, Jordan, and other countries. The team of guest editors is thankful to the journal for guidance during the progress of special issues.

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