

DIGITALIZATION – THE ‘BOARDING PASS’ TO SUSTAINABILITY

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Abstract

The current research paper explores the intersection between digitalization and sustainability, while providing a brief overview of the most cited scientific papers from the literature. At the same time, the main goal of the authors is to identify and expose, in a summary, the general trends, opportunities and challenges associated with the adoption and implementation of the emerging digital technologies into the business environment. Considering that digitalization plays a crucial role in transforming business models, facilitating their competitiveness, efficiency, and productivity, the selected studies provide a consistent overlook of how organizations that have adopted and implemented digital technologies into their processes and operations are better prepared to respond to market changes and unpredictable challenges. At the same time, the paper highlights the interconnectivity between digitalization and sustainability, exposing how the use of digital technologies can contribute to sustainable development by improving organizations’ resource management and operational efficiency. Hence, the role of the current research paper is to provide a short explanation, based on the existing scientific literature, of why digitalization is not only a tool for economic growth, but it is also playing an essential role in achieving the sustainability goals. Businesses and organizations adopting and implementing the digital technologies present a higher flexibility that can be used in becoming more innovative and environmentally responsible, facilitating businesses’ contribution towards sustainable development of the society in general. Hence, by exploring the theoretical framework and recommendations provided by the most cited scientific papers relevant to the purpose of the paper, a compact guide highlighting the good practices summarized by the authors can be consulted. The need for ethically and sustainably produced goods is an on-going trend alongside both individuals and businesses, but the implementation of good practices is only possible if all the decision and policymakers are involved in strong and long-term collaboration.

Keywords

digitalization, sustainability, technical innovation, environmental impact, sustainable development

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