Preface: International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives †

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1. Introduction

Conference Introduction

It is with great pleasure that we present the proceedings of the International Scientific Conference on Digitalization, Innovations, and Sustainable Development: Trends and Business Perspectives, hosted by the College of Business, Australian University, Kuwait. This conference brought together experts from around the world to explore the latest advancements and challenges in digitalization, innovations, and sustainable development.

With the support of our international partners and esteemed keynote speakers, we engaged in fruitful discussions and workshops, delving into topics ranging from AI ethics to women entrepreneurship. The conference provided a platform for double-blinded, peer-reviewed extended abstracts presented in oral presentations and poster sessions, showcasing cutting-edge research and insights.

We extend our heartfelt thanks to all participants, reviewers, and organizers for their invaluable contributions to this event. It is our hope that the knowledge shared and connections made will fuel further advancements in these critical fields.

2. Committee Members

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3. Conference Topics

- Digital Economy;
- Digital Transformation driving Industry 4.0;
- Digital Transformation in Marketing;
- Digital Consumer and Transformation in Consumer Behavior;
- Digital Entrepreneurship and Innovation;
- Digital Transformation in Financial Sector;
- Digital Workforce and the Future of Work;
- Digitalization in Education and Digital Competences;
- Ethical Implications of Digitalization;
- Emerging Technologies in Business;
- Digital Citizenship;
Digital Needs; 
Digital Divide; 
Cybersecurity in Digital Transformation Age; 
Social Media Analytics; 
Phygital Customer Experience; 
Environmental Innovation; 
Digitalization in Health.

4. Partners
The International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives was supported by the following universities and organization (Figure 1):

![Conference partners](image)

**Figure 1.** Conference partners.

Conflicts of Interest: The authors declare no conflict of interest.

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