

# Preface: Proceedings of International Workshop on Digital Strategic Management (DSM 2024)

With the escalating global digital wave, digitization has become the engine driving economic development, presenting new challenges and opportunities for enterprise management and business economics. 2024 International Symposium on Digital Strategic Management (DSM 2024) held November 15-17, 2024 in Tonglu, Hangzhou, China. It is a tremendous honor for the Zhejiang Gongshang University to serve as the collaborative institution to enhance collaboration and mutually develop for being an international platform.

DSM 2024 focuses on high quality presentations and papers that address contemporary issues on fundamental research leading to new methods, or adaptation of existing methods for new applications related to the topics of digital strategic management. It aims to deliver an outstanding global forum for academics, researchers, scientists, engineers, students in the world to link up, exchange information and discussion. As an international academic symposium in the field of digital strategy and contemporary management, we delve into the impact of the digital age on enterprise management, focusing on the ever-changing trends in the digital economy. We explore how enterprises can better cope with and practice strategic planning, innovation management, leadership development, information systems, and technological innovation in an environment of evolving information technology.

We are pleased to present the SHS Web of Conferences of the DSM 2024 and we sincerely hope that all participants and interested readers would be benefited from DSM proceedings. We want to express our heartfelt appreciation to our contributors, sponsors, colleagues and associations that helped make this conference successful. We'd also want to thank everyone on the committees and editorial board for the assistance and feedback.

We expect this conference would encourage future language studies and cultural communication research. We look forward to seeing all of you at the next DSM.

**Workshop Chair: Dr. Bing Wang**

*Zhejiang Gongshang University*