Editorial: Innovation Policy and Trends in the Digital Age

This special edition is dedicated to current issues of innovation in the digital age. All dimensions of innovation are fundamental to new advances in the economic landscape (Zonta and Amal, 2018) and this edition is intended to motivate research on digital innovation (Lyytinen, Majchrzak and Song, 2017). This concept is defined as the use of digital technology during the innovation process. Digital innovation can also be described as the result of the innovation process.

Innovation permeates today's knowledge-based society. The ability to innovate, that is, to use and transform scientific knowledge to improve and / or create new products, processes or services, and also to innovate existing ones, provides the basis for fostering competitiveness and competitiveness quality needed for the growth of nations (OECD, 2005).

In this scenario, the challenge of implementing broader policies to support innovation in the digital age is common to many countries. There are new efforts among developed economies for explicit competitiveness policies to create new mechanisms to support creativity and to encourage innovation in distribution, services and non-technology-intensive segments, given the growing weight of these activities in GDP. and its impact on productivity.

Innovation policies in the digital age are based on, among other categories, the Global Competitiveness Index (GCI) publishes a sub-index of innovation every year to measure a country's innovation outcome and predict its innovative performance. This benchmarking acts as a ranking and identifies certain shortcomings of countries and their governments. It is noted that it is necessary for policy makers to identify possible reasons for these weaknesses and to promote the outcome of innovation. Kaiser (2008) provides an overview of comparative applications addresses the analysis of highly industrialized countries in the comparative range Political Economy.

Despite all the research on innovation policy and trends in the digital age, it is clear that we need to reflect on new mechanisms for innovation growth and development in the digital age. The special edition will be the focus of research aimed at bringing together the latest innovation research related to the growth of economies currently based on digital technologies and the digital transformation of companies. Emerging technologies like Artificial Intelligence, Robotics, Augmented Reality and Blockchain are the main drivers of a new society and the impacts on people's lives are a major concern. This will impact the education, health, tourism, banking and traditional industry sectors. It will also impact cities, helping them become smarter and greener.

Within a holistic approach to innovation, where different components impact long-term competitive advantage for organizations, which can be leveraged with innovation policies in the digital society.

WHY A SPECIAL EDITION?

This special edition focuses on contributions to theory development as well as to a practical dimension with studies analyzing the latest innovation research related to the growth of economies currently based on digital technologies and digital transformation.

The articles in the special edition form a strong connection with theory and promote the transfer of research results to innovation policy practices in the digital age, contributing to the answer to the questions presented in table **1**.

Table 1: Critical questions about: Innovation policy and trends in the digital age New Guidelines for Proposals for Special Issues of (JRGE)

QUESTIONS (?)
What challenges and advantages of innovation policies can be identified in the digital age?
What are the new and emerging innovations that will transform the industry?

- What types of government policy and regulation support the emergence of big data, IoT, and open innovation?

- How can innovation contribute to education, tourism, health or other services in the digital age?

- How can international perspectives on business management contribute to local and global economic development?

What models and theoretical concepts of management of technological entrepreneurship can be used in the context of innovation?

- In the innovation scenario, how can sustainability be used in innovation habitats?

- How are global issues such as sustainability and social responsibility incorporated into innovation?

ABOUT RESEARCH PAPERS

This Special Edition is comprised of 10 articles.

The article of authors David Pascoal Rosado, Helga Santa Comba Lopes and Nuno Goes entitled "Organizational Strategy, Leadership and Human Resource Management: Trends of Status and Role in the Digital Age", analyzes the advantages, disadvantages and inherent challenges of human resource management challenges and the rapid organizational changes in the digital age stemming from information technology-related factors. This research helps us better understand the new asymmetries between status and role in the digital age, where competitiveness and innovation are crucial.

The article of authors João Reis, Vasco Ribeiro Santos, Marlene Amorim and Nuno Melão entitled Addressing Service Failure and Recovery in Digital Service Systems: Opportunities and Challenges, aims to propose a categorization of service failures in digital service systems and an illustration of recovery solutions based on life situations, using the exploratory case study conducted in a Portuguese private.

O article of authors "Isabel Reis; Marta Correia Sampaio Filipa Martinho entitled "Recruitment and Selection as a Tool for Strategic Management of Organizations - English Cut Case Study, studies how the recruitment process and selection can be used as a strategic partner in the management of today's organizations, using as a reference an internationally recognized organization.

The research of authors João Reis, Marlene Amorim and Nuno Melão entitled "Emergent Digital Strategies and Networks: Advancements to Service Management Research" conducts a study of reporting tools and exploring new channel strategies that enable service delivery through new digital technologies. For this, an in-depth qualitative case study was conducted to generate comprehensiveness and rich knowledge.

The manuscript of authors Amélia Cristina Ferreira da Silva; Maria josé Angélico, Sandrina Francisca Teixeira entitled "Bridging the Gap Between Citizens And Their Municipalities Throughout Digitalization", this reserch Deals with a project under development in a Portuguese municipality called TAClaro. This research analyzes decoding and "untangle" the financial information that Portuguese municipalities provide to their citizens, making it intelligible and accessible to all, regardless of their financial literacy.

The article manuscript of authors Albérico Manuel Fernandes Travassos Rosário, Rui Nunes Cruz entitled "Determinants of Innovation in Digital Marketing" aims to identify the determinants of innovation in digital marketing, clarifying the advantages and disadvantages of technology and the main contributions and their implications.

The research of authors Pedro Sobreiro, Domingos Martinho, António Pratas, Jose Garcia-Alonso, Javier Berrocal entitled "Predicting high-value customers in a Portuguese wine company", Aims to provide wineries with new knowledge about customers that help retain existing ones. The study applies a data set collected from a transaction database at a medium-sized Portuguese wine company to determine: (1) customer lifetime value; (2) group customer value as a result (customer loyalty).

The manuscript of authors António Sacavém , Rui Cruz , Maria José Sousa , Albérico Rosário and João Salis Gomes entitled "An Integrative Literature Review on Leadership Models for Innovative Organizations" Aims to analyze the type of leadership that can be most effective for innovative organizations. The results show that paternalistic, authentic and democratic leaders are most effective in supporting the implementation of innovative processes in organizations.

The authors' article "Manuel Au-Yong-Oliveira, Dina Ramos, Rogelio Flores, Jr., Carlos Costa", entitled "Social networks and choice of tourist destinations - New skills needed in the new digital world", this work analyzes the influence of the Facebook when choosing a travel destination, the authors use a literature review as the method for analyzing it, followed by an interview that analyzes 363 respondents.

The authors' manuscript "Dina Ramos, Manuel Au-Yong-Oliveira, Rogelio Flores, Jr, Ana Malta and Carlos Costa" entitled "Travel decisions: the effect of Facebook posts according to gender" this work sought to understand the impact that Facebook posts have in choosing a tourist destination, an online questionnaire was carried out to obtain 361 responses from a convenience sample involving international contacts from authors from 22 countries.

As editors of this special edition, we would like to thank the various authors for their contributions and the members of the scientific committee for their revisions.

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