

NEW TRENDS
IN BUSINESS MANAGEMENT
Strategy, Branding, Teamwork



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NEW TRENDS IN BUSINESS MANAGEMENT

Strategy, Branding, Teamwork

edited by
Anna Witek-Crabb
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Introduction

Contemporary business management is driven by digital acceleration, changing stakeholder demands and the pressure for organisational agility. Technologies, such as AI and cloud platforms, allow firms to process vast streams of data in real time, reshaping how markets are served. At the same time, customers, investors and regulators expect greater transparency, sustainability and social impact – hence, brands need to increasingly extend beyond logos to represent authentic narratives and create real value. Fast change and digitalisation also create new challenges in people management, requiring the alignment of staff development, leadership approaches and team organisation with the growing complexity and changeability.

In this issue of *Students Debuts: New Trends in Business Management*, student authors particularly examine strategy, branding and teamwork through case studies and analytical considerations.

Several articles focus on the strategic aspects of business management. One case examines Italmetal's implementation of Lean Manufacturing, Six Sigma and digital supply-chain systems to raise equipment performance. Another traces the Wielton Group's entry into African markets, showing how strategic sales approaches and close customer engagement drive growth.

Brand studies feature Maison Margiela's Tabi boots and Tommy Hilfiger's collections, demonstrating how consistent product narratives shape customer loyalty. A separate analysis of influencer personal brands and B2B social media campaigns reveals the impact of clear messaging and online communities on brand expansion.

Teamwork research addresses Zillennials' preferences for transformational leadership in project settings, and proposes models to optimise group workflows in the automotive industry and improved team agility, emphasising the value of transparency and rapid feedback.

Together, these articles illustrate how strategy, brand identity and team processes evolve in a fast-moving business landscape.

Anna Witek-Crabb, Joanna Radomska

