

Special Issue

Marketing in the Platform Economy—Performance, Value Creation, and Sustainability

Message from the Guest Editor

The platform economy has transformed how value is created, delivered, and captured in modern markets. Digital platforms like Amazon, Airbnb, Uber, and Etsy have redefined marketing ecosystems, reshaping customer relationships, brand strategy, value co-creation, pricing, and market reach. However, this rapid evolution also introduces new challenges for sustainable business practices, ethical marketing, worker equity, and long-term customer trust. This Special Issue invites rigorous theoretical, empirical, and practice-driven research that explores the interplay between platform-based business models, marketing performance, and sustainability. This Special Issue aims to shape the next generation of marketing thought and practice—one that aligns platform innovation with accountable growth and stakeholder well-being. Submissions may include the following areas:

- Marketing Performance in Platform Ecosystems
- Sustainable Marketing in the Platform Economy
- Platforms and Stakeholder Value Creation
- Policy and Regulation

Guest Editor

Dr. Nnamdi O. Madichie
Bloomsbury Institute London, London, UK

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Administrative Sciences
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
admsci@mdpi.com

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About the Journal

Message from the Editor-in-Chief

Welcome to *Administrative Sciences*, the journal aims to advance and communicate knowledge concerning management theory and practice both in public administration and in profit organizations; it encourages submissions that build on interdisciplinary research in related fields, such as business, economics, political science, gender studies, psychology, sociology, physiology, communication theory or artificial intelligence and their implications on management, organizations and the society. Join us on a journey through the *Administrative Sciences*, where management merges with innovation.

Editor-in-Chief

Prof. Dr. Isabel-María García-Sánchez

Department of Business Administration and Economics, Universidad de Salamanca, 37007 Salamanca, Spain

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