



Digital Marketing for Sustainable Development

Guest Editor:

Prof. Dr. Jaewon Choi

Department of Business
Administration, Soonchunhyang
University, Asan-si 31538,
Republic of Korea

Deadline for manuscript
submissions:

closed (31 July 2023)

Message from the Guest Editor

Dear Colleagues,

One of the most important recent challenges in digital marketing is how to build on large volumes of transaction data and transform them into useful knowledge in terms of expanding business value for enterprise. The main concerns of this Special Issue are the data science (DS) and digital transformation (DT) paradigms in digital marketing that transform data into meaningful and useful information, knowledge, and value, based on digital transformation and social data. A variety of interdisciplinary DS and DT approaches can utilize the company's transaction data to improve business performance in the market and the company's market strategy. A digital marketing strategy through a convergent approach based on various digital technologies is essential to secure a company's competitive advantage in the market.

The main goal of this issue is to attract researchers from all over the world who will present their contributions and interdisciplinary approaches around digital marketing and digital transformation. We express an interest in gathering scientists and practitioners interested in applying DS and DT approaches in any digital marketing.





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and
Natural Resources, Ohio State
University, Columbus, OH 43210,
USA

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Author Benefits

Open Access: free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

High Visibility: indexed within [Scopus](#), [SCIE](#) and [SSCI \(Web of Science\)](#), [GEOBASE](#), [GeoRef](#), [Inspec](#), [RePEc](#), [CAPlus / SciFinder](#), and [other databases](#).

Journal Rank: JCR - Q2 (Environmental Studies) / CiteScore - Q1 (Geography, Planning and Development)

Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
[X@Sus_MDPI](#)