



## Digital Marketing for Sustainable Development

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### 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.





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## Editor-in-Chief

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## Message from the Editor-in-Chief

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