



Sustainable E-commerce and Online Marketing Research

Guest Editor:

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Message from the Guest Editor

We cordially invite you to contribute a paper in the Special Issue “Sustainable E-commerce and Online Marketing Research”.

E-commerce refers to the buying and selling of goods or services via the Internet. As e-commerce has continued to grow, many environmental and social concerns have arisen. Besides having to ensure economic performance, e-commerce managers must take into account the natural environment and society, and must know how to implement sustainable practices. Moreover, marketers must know how to leverage online channels to communicate with and provide value to consumers in order to achieve long-term wellbeing for all while balancing short-term profit maximization. Marketers can influence consumers and can help manage brands and product offerings in a more sustainable manner.

The aim of this Special Issue of the journal is to provide researchers with a platform on which to discuss sustainability issues in the context of e-commerce and online marketing in order to help e-commerce managers and marketers work in a sustainable manner.

We look forward to receiving your contributions.

Prof. Dr. Shiu-Li Huang
Guest Editor





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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. *Sustainability* publishes original research articles, review 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.

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