



Opportunities for Sustainable Entrepreneurship under Marketing 5.0

Guest Editors:

Dr. Ana Isabel Jiménez Zarco

1. Faculty of Economics and
Business, Open University of
Catalunya, 08018 Barcelona,
Spain

2. ICADE Business School,
Pontifical Comillas University,
28015 Madrid, Spain

Dr. Maria Pilar Martínez-Ruiz

Business Administration
Department, University of
Castilla-La Mancha, 02071
Albacete, Spain

Deadline for manuscript
submissions:

closed (30 April 2022)

Message from the Guest Editors

Dear Colleagues,

In the new context arising from the COVID-19 pandemic situation, the Marketing 5.0 approach is likely to provide companies with a way to integrate the latest developments that the evolution of technology has brought with the changes in consumer behavior that have been observed in recent times (Kotler, Kartajaya and Setiawan, 2021). Indeed, the implementation of the Marketing 5.0 approach can potentially enable business managers to respond to customer needs related to sustainability in the most convenient way possible, thus making a difference in an ever-changing world that increasingly values the preservation of the environment and natural resources.

Marketing 5.0 builds on the foundation of its closest predecessor, Marketing 4.0, with the addition of emerging precepts relating to the Internet of Things and artificial intelligence algorithms. In this new approach to marketing, the consumer is in the driver's seat; he or she is immersed in an entirely digital, intelligent and flexible environment, engaging in full interaction with AI...

Dr. Ana Isabel Jiménez Zarco

Dr. Maria Pilar Martínez-Ruiz

Guest Editors





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

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.

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](#), [AGRIS](#), [RePEc](#), [CAPlus / SciFinder](#), and [other databases](#).

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

Contact Us

Sustainability Editorial Office
MDPI, St. Alban-Anlage 66
4052 Basel, Switzerland

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

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