

Special Issue

Digital Marketing for Sustainability

Message from the Guest Editors

Researchers, scholars, and practitioners from diverse disciplines are encouraged to submit original contributions that delve into various aspects of the digital sustainability nexus. Topics of interest include, but are not limited to:

- Innovative digital marketing strategies for promoting sustainable products and services.
- Analyzing consumer perceptions and behaviors related to sustainable digital marketing campaigns.
- Exploring the role of social media in disseminating eco-conscious messages and fostering sustainable communities.
- Assessing the impact of influencer marketing on driving sustainable consumption patterns.
- Leveraging data analytics and AI in crafting effective and personalized sustainability-oriented marketing approaches.
- Contributions may encompass empirical studies, theoretical frameworks, case analyses, and reviews that shed light on the challenges, opportunities, and future directions in digital marketing's synergy with sustainability objectives.

This Special Issue aspires to provide a comprehensive understanding of how digital platforms can be harnessed as catalysts for positive change, steering societies towards more sustainable choices and behaviors.

Guest Editors

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Deadline for manuscript submissions

closed (30 June 2025)



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About the Journal

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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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