Special Issue

Digital Marketing Sustainability: Critical, Theoretical, and Practical Advances

Message from the Guest Editors

This Special Issue aims to showcase advances towards digital marketing sustainability, seamlessly integrating organizational and personal responsibility for sustainability in digital marketing strategies, tools, and practices. We are seeking original work or reviews exploring the following: (a) Methods for identifying, measuring, controlling, and redressing past, immediate, and future consequences and negative externalities of digital marketing. (b) How digital marketing has been, or can be, employed to advance the cause of sustainability. (c) The introduction of digital marketing sustainability into policy, curricula, and consumer education. (d) The use of digital marketing to mobilize and organize collective action towards sustainability.

Guest Editors

Dr. Anna K. Zarkada

Department of Communication and Marketing, Cyprus University of Technology, Lemesos 3036, Cyprus

Dr. Christiana Tsaousi

Department of Communication and Marketing, Cyprus University of Technology, Lemesos 3036, Cyprus

Deadline for manuscript submissions

30 September 2026



Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



mdpi.com/si/255748

Sustainability Editorial Office MDPI, Grosspeteranlage 5 4052 Basel, Switzerland Tel: +41 61 683 77 34 sustainability@mdpi.com

mdpi.com/journal/ sustainability





Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



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

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

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)

