

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.

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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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