

Special Issue

Analytical Research on Consumer Behavior and Digital Marketing Connection for Facilitating Sustainable Marketing Effectiveness

Message from the Guest Editors

The purpose of this Special Issue is to highlight, through research and complex, interdisciplinary approaches, new concepts, and innovative practices regarding how marketing strategies can become more effective starting from the analysis of consumer psychology and behavior.

The proposed general theme correlates with the specifics of the Sustainability journal, covering the major topics and concepts addressed in it.

For this Special Issue, original research articles and reviews are welcome. Research areas may include (but are not limited to) the following:

- Digital marketing oriented towards consumer loyalty and electronic involvement;
- Neuromarketing/Neurosciences in the new context of using artificial intelligence and Chat GPT;
- Co-creation of value through digital marketing;
- Video marketing;
- Evaluation of the effectiveness of digital marketing in social networks;
- The modern digital marketing funnel and touchpoint optimisation;
- Ethics in digital marketing.

We look forward to receiving your contributions.

Guest Editors

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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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