

## Special Issue

# AI-Powered Virtual Assistants in Sustainable Marketing: Enhancing Customer Experience Through Innovation Technologies

### Message from the Guest Editor

This Special Issue aims to shed light on the diverse potential uses of AI in optimizing the customer experience and sustainable development from a digital marketing standpoint. Therefore, I welcome original research articles and reviews related to the following themes:

- Privacy and personalization in AI-driven customer interactions.
- Virtual assistants and their impact on customer emotions.
- The role of artificial empathy in enhancing the customer experience sustainably.
- AI applications in B2B sales.
- The influence of AI on consumer trust, loyalty, and sustainable consumption.
- The ethical implications of AI in customer interactions for digital marketing.
- AI-enhanced customer journey mapping and e-commerce optimization.
- AI-based personalization: balancing automation and the human touch in B2B and B2C.
- AI and the future of personalized product recommendations.

I look forward to receiving your contributions.

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### Guest Editor

Dr. Carolina Herrando

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### Deadline for manuscript submissions

closed (31 October 2025)



## 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.

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### Editor-in-Chief

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