

Special Issue

Sustainable Digital Marketing: Innovation, Impact, and the Next Frontier

Message from the Guest Editor

This Special Issue seeks to explore how digital marketing can contribute to achieving sustainable development goals (SDGs) through innovation, technology, and responsible business practices. We welcome conceptual and empirical studies that examine emerging trends, tools, and strategies enabling firms to create long-term value while addressing environmental, social, and governance (ESG) challenges. Topics of interest include the role of artificial intelligence, data analytics, social media engagement, green branding in promoting sustainable consumption and production, and their links to Sustainable development.

Interdisciplinary research combining marketing, technology management, sustainability science is particularly encouraged. This Special Issue aims to explore how digital transformation reshapes marketing practices and fosters inclusive, ethical, sustainable global marketplace, aligned with the SDG framework.

We encourage original research, reviews on the following topics, including but not limited to:

- digital marketing
- sustainable development
- artificial intelligence in marketing
- data analytics for sustainability
- ESG
- consumer engagement
- digital transformation
- blockchain in marketing

Guest Editor

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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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