

Special Issue

Research in Sustainable Marketing and Digital Economy

Message from the Guest Editors

This Special Issue seeks to explore the intersection of sustainable marketing and the digital economy, creating a platform for interdisciplinary research across marketing, consumer studies, management, economics, and sustainability science. Contributions may adopt the perspective of firms, consumers, or markets. The focus is both on opportunities and risks arising from digital transformation and on how sustainable marketing strategies can be redefined in response. Submissions are welcomed in the form of theoretical discussions, empirical research, systematic reviews, bibliometric analyses, and case studies.

The scope of this Special Issue covers, but is not limited to, the following:

Green and eco-marketing in digital environments.
Sustainable consumer behavior in digital contexts.
Digital ecosystems and the circular economy.
The environmental footprint of ICT infrastructures.
Artificial intelligence and big data in sustainable marketing.
Transparency, ESG communication, and anti-greenwashing in digital markets.

By combining the above, the Special Issue seeks to link sustainable, green, and eco-marketing with the opportunities and risks of digitalization.

Guest Editors

Prof. Dr. Robert Wolny
Prof. Dr. Marcin Lipowski
Prof. Dr. Jolanta Tkaczyk

Deadline for manuscript submissions

3 November 2026



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/256036

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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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