

Special Issue

Digital Marketing for Sustainable Development from the Aspect of the Business Models

Message from the Guest Editors

In the last two decades, the advancement of digital technologies and the diffusion of new business models have promoted peaceful and inclusive societies for sustainable development. Digital transformation has significantly contributed to developing new business models based on the bi-directional communication between firms and Internet users and the increased use of digital technologies. Companies now see digital strategies such as digital marketing, online advertising campaigns, and adopting new business models as significant influencers of their current and future performance. This Special Issue seeks studies and theoretical perspectives exploring the significant role of digital marketing in fostering sustainable development from the business models perspective. Thus, this Special Issue contributes to the growing literature on sustainability in marketing and practice by providing useful insights about the significant impact of digital marketing on sustainable development. More information please check:

https://www.mdpi.com/journal/sustainability/special_issues/M3JI37DH7L

Guest Editors

Dr. Gomaa Agag

Department of Marketing, Nottingham Business School, Nottingham Trent University, Nottingham NG1 4FQ, UK

Dr. Ziad H. Abdelmoety

School of Business, University of Dundee, Nethergate, Dundee DD1 4HN, UK

Deadline for manuscript submissions

17 May 2026



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/si/211475](https://www.mdpi.com/si/211475)

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

[mdpi.com/journal/
sustainability](https://www.mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



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. *Sustainability* publishes original research articles, review 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. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)