

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

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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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