

Special Issue

Digital Marketing: Algorithms, Applications and Business Sustainability

Message from the Guest Editors

Diverse demographics and customer experiences are changing consumer expectations and consumption trends. Digital marketing uses digital technology to market products over the Internet, social media, or other digital media. Digital marketers today can combine the Internet and big data analytics to collect and analyze data about various customer behaviors.

This Special Issue aims to publish papers developing algorithms for digital marketing, examining applications of personalization services, and analyzing the impact of digital marketing on the sustainability of businesses. Research areas may include (but are not limited to) the following:

- Marketing technology;
- Customer relationship management;
- Intelligent marketing services and applications;
- Social media marketing;
- Personalized service/advertisement;
- Customer experience design/digital experience design;
- Customer data and privacy;
- Digital platform business;
- AI-based data analytics in E-commerce

We look forward to receiving your contributions.

Guest Editors

Prof. Dr. Jae Kyeong Kim
Prof. Dr. Hyunchul Ahn
Prof. Dr. Byungjoon Yoo

Deadline for manuscript submissions

closed (1 April 2024)



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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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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