

Special Issue

Sustainable Marketing Driven by Social Media and Consumer–Brand Relationships

Message from the Guest Editors

Social network services (SNSs) have had a profound impact on the decision-making processes of customers. Influencers also play a vital role in promoting products and brands via SNSs. Many consumers build and maintain a long-term relationship with companies via SNSs such as Facebook, Instagram, and YouTube. Thus, more and more companies are deciding to actively use SNSs in their marketing strategies. Despite the importance of SNSs in customer's decision-making processes, little light has been shed on the role of SNSs in developing and maintaining brand relationships.

Therefore, this Special Issue seeks papers devoted to examining the role of SNSs in developing and maintaining brand relationships. In this Special Issue, original research articles and reviews are welcome.

Research areas may include (but are not limited to) the following: - Enabling sustainable social network service marketing

- Strategies for brand relationships in the post-pandemic era
- New areas of communication between consumers and social media
- Social customer relationship marketing and management
- Influencer marketing strategies
- Creative digital and social media advertising options

Guest Editors

Prof. Dr. Byoungsoo Kim

Business School, Yeungnam University, 280 Daehakro, Gyeongsansi, Gyeongsangbukdo 38541, Korea

Prof. Dr. Daekil Kim

School of Communications and Media, Seoul Women's University, 621 Hwarangro, Nowon-Gu, Seoul 01797, Korea

Deadline for manuscript submissions

closed (31 January 2023)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/124300

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

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

School of Environment and Natural Resources, Ohio State University,
Columbus, OH 43210, USA

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, CAPlus / SciFinder, and other databases.

Journal Rank:

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