

## Special Issue

# Digital Marketing and Sustainable Circular Economy

### Message from the Guest Editors

This Special Issue is intended to have a cross-disciplinary look at the circular economy, sustainability, and digital marketing. The discussion between marketing and sustainability has been widely explored by researchers, resulting in the fact that both concepts have mutual things to offer each other. Marketing allows greater behavioral comprehension of the clients and influences society's attitudes and beliefs. Sustainability favors the obtaining of improvements in the supply chain, the differentiation of products, access to aware investors, or a bigger commitment of the employees.

We would like to see profound and rigorous theoretical and managerial contributions that advance digital marketing and challenge existing theories used in global management and business research, performance, and competitive advantage. As such papers must be able to demonstrate clearly a significant contribution in the field of sustainable circular economy.

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### Guest Editors

Prof. Alfonso Siano

Prof. Dr. Iza Gigauri

Prof. Dr. Maria Palazzo

Dr. Francesca Conte

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### Deadline for manuscript submissions

closed (31 October 2025)



## Sustainability

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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.

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### Editor-in-Chief

Prof. Dr. Steve W. Lyon

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