

## Special Issue

# Social Media Marketing and Sustainability: An Endeavor to Discover the Future

### Message from the Guest Editors

Since its introduction, social media has uniquely transformed people's lives. This Special Issue aims to deliver comprehensive coverage of most of the current trends related to the usage of social media marketing activities on sustainability. The Special Issue will increase the readers' awareness of social media marketing sustainability and its corresponding implications on the business world. Consequently, it is considered a pertinent addition to this research arena, which will, sequentially, provide a noteworthy contribution to knowledge and offer prodigious benefits for all concerned stakeholders.

The Special Issue will cover many critical matters, trends, developments, attitudes and issues that represent fundamental gaps in the literature. As such, among the topics of interest for the Special Issue (in addition to any other suitable topic) are social media marketing impact on sustainable behaviour, changes in consumer sustainable digital behaviour, social media marketing trends, social media electronic word of mouth (eWOM) and sustainable behaviour, etc.

---

### Guest Editors

Prof. Dr. Hatem El-Gohary

College of Business & Economics, Qatar University, P.O. Box 2713, Doha, Qatar

Prof. Dr. David John Edwards

School of Engineering and the Built Environment, Birmingham City University, City Centre Campus, Millennium Point, Birmingham B4 7XG, UK

---

### Deadline for manuscript submissions

closed (1 October 2023)



## Sustainability

---

an Open Access Journal  
by MDPI

---

Impact Factor 3.3  
CiteScore 7.7



[mdpi.com/si/142689](https://mdpi.com/si/142689)

*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto: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)