Special Issue

Sustainable E-commerce and Online Marketing Research

Message from the Guest Editor

We cordially invite you to contribute a paper in the Special Issue "Sustainable E-commerce and Online Marketing Research". E-commerce refers to the buying and selling of goods or services via the Internet. As ecommerce has continued to grow, many environmental and social concerns have arisen. Besides having to ensure economic performance, e-commerce managers must take into account the natural environment and society, and must know how to implement sustainable practices. Moreover, marketers must know how to leverage online channels to communicate with and provide value to consumers in order to achieve longterm wellbeing for all while balancing short-term profit maximization. Marketers can influence consumers and can help manage brands and product offerings in a more sustainable manner. The aim of this Special Issue of the journal is to provide researchers with a platform on which to discuss sustainability issues in the context of e-commerce and online marketing in order to help ecommerce managers and marketers work in a sustainable manner. We look forward to receiving your contributions.

Guest Editor

Prof. Dr. Shiu-Li Huang

Department of Business Administration, National Taipei University, New Taipei City 237303, Taiwan

Deadline for manuscript submissions

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

mdpi.com/journal/ 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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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

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