

## Special Issue

# Sustainable Marketing, Branding and CSR in the Digital Economy

### Message from the Guest Editors

Sustainable marketing practice is essential for developing a more comprehensive understanding of consumers' purchase decisions in dynamic digital marketing environments, which is conceived as an episodic fashion, predicated on temporal practices in response to the emerging digital environments. Much of what we know about sustainable marketing practice is mainly focused on customer–brand relationships. Our Special Issue will consider abstracts/papers on the following topics:

- Sustainable marketing in the digital era
- Digital marketing and sustainable marketing
- Sustainability and online brand communities
- Influencer marketing and sustainability
- Social media strategies and sustainability
- Netnography and user-generated content (UGC) as basis to investigate sustainability
- Videography as basis to investigate sustainability in social networks
- Sustainable brands and virtual settings
- Sustainable brands and e-commerce
- Innovation in channel distribution and sustainability
- Big data and sustainability
- Emerging technologies and sustainable marketing
- Corporate social responsibility and sustainability
- Social influence theory

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### Guest Editors

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### Deadline for manuscript submissions

closed (30 June 2021)



## 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. *Sustainability* publishes original research articles, review 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. Marc A. Rosen

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