

Special Issue

Sustainable Technologies for Businesses and Marketers in the Era of Digital Innovation

Message from the Guest Editors

The digitization of corporate approaches has changed the way companies create, develop, distribute, and promote their products and services. Digital technologies are deemed to be synonymous with sustainability; however, some of them (such as blockchain technologies) require a large amount of energy to operate. Therefore, the definition of digital strategies requires the consideration of sustainability as a strategic factor. This Special Issue embodies the varied research analysing sustainable business digital strategies based on new sustainable technologies. We aim to collect theoretical and empirical evidence covering a wide range of multidisciplinary aspects related to these aspects. In particular, research areas may include the following: - Sustainable digital strategies based on new technologies; - New sustainable technologies as tool for marketers; - Public policies and legal aspects of sustainable new technologies and strategies; - Innovative digital business models to solve social, environmental, and economic issues; - Digital innovative technologies; - Roles of innovative technologies on consumers' sustainable consumption and firms' production.

Guest Editors

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Deadline for manuscript submissions

closed (31 May 2023)



Sustainability

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Impact Factor 3.3
CiteScore 7.7



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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

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