



Exploring Sustainable Practices in E-commerce and the Future of Sustainable Business Models

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Message from the Guest Editor

In recent years, some emerging forms, such as influencer marketing and livestreaming, have become powerful tools in the digital commerce landscape, transforming how brands engage with consumers and how consumers make purchasing decisions on social media. These phenomena have not only disrupted traditional marketing channels but have also created new opportunities for businesses to reach and interact with audiences in innovative ways.

This Special Issue of Sustainability seeks to explore the multifaceted aspects of these innovations in digital commerce, with a focus on understanding their impact on consumer behavior, business strategies, environmental sustainability, and the broader digital economy. By bringing together interdisciplinary research from marketing, economics, sociology, and media studies, we aim to provide a comprehensive overview of the latest developments and future trends in these rapidly evolving fields.





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Message from the Editor-in-Chief

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