



Digital Marketing and Business Sustainability

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Message from the Guest Editors

Dear Colleagues,

Digital marketing refers to conducting marketing activities through digital channels such as websites, search engines, email, social media, and mobile applications. Organizations need to integrate the building blocks of digital marketing, such as inbound, search engine, content, social media, and mobile marketing; search engine optimization (SEO); marketing automation; affiliate marketing; native advertising; and online PR. These strategies can significantly impact an organization's sustainability identity while introducing social, environmental and economic sustainability in business models and business processes.

Research areas may include (but are not limited to) the following areas of digital marketing and sustainability:

- Sustainable digital transformation;
- Sustainable digital marketing;
- Impact of digital marketing on social, environmental and economic sustainability;
- Customer experience;
- Consumer behaviour in a digital environment;
- Search engine optimization;
- Social networks marketing;
- Sustainable marketing concepts, tools and technologies related to B2C/B2B marketing;

We look forward to receiving your contributions.

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Message from the Editor-in-Chief

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