



Sustainable Innovations, Strategic Digital Marketing and Sustainability

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Message from the Guest Editors

The last five decades have witnessed increased environmental awareness, which has resulted in increased integration of sustainability into firms' business practices and popularity of sustainable development as a key management concept.

Many organizations strategically use their online marketing efforts to promote sustainability. By deploying online marketing to promote brands and connect with potential customers using the internet and other forms of digital communication, firms can promote sustainability. Email, social media, and web-based advertising, text and multimedia messages as marketing channels have a less adverse impact on the environment than the traditional paper and ink options.

This Special Issue is interested in cutting-edge research on how sustainable innovations and strategic use of digital marketing can promote sustainable processes and outcomes at different levels viz. individual, organizational and societal.





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Message from the Editor-in-Chief

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