



Sustainable Marketing, Branding and CSR in the Digital Economy

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Deadline for manuscript submissions:

closed (30 June 2021)

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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Message from the Editor-in-Chief

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