

Special Issue

Digital Marketing and Business Sustainability

Message from the Guest Editors

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.

Guest Editors

Prof. Dr. Simona Sternad Zabukovsek

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Prof. Dr. Zoran Kalinić

Deadline for manuscript submissions

closed (25 December 2023)



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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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