

Special Issue

Social Media Marketing and Sustainability: An Endeavor to Discover the Future

Message from the Guest Editors

Since its introduction, social media has uniquely transformed people's lives. This Special Issue aims to deliver comprehensive coverage of most of the current trends related to the usage of social media marketing activities on sustainability. The Special Issue will increase the readers' awareness of social media marketing sustainability and its corresponding implications on the business world. Consequently, it is considered a pertinent addition to this research arena, which will, sequentially, provide a noteworthy contribution to knowledge and offer prodigious benefits for all concerned stakeholders. The Special Issue will cover many critical matters, trends, developments, attitudes and issues that represent fundamental gaps in the literature. As such, among the topics of interest for the Special Issue (in addition to any other suitable topic) are social media marketing impact on sustainable behaviour, changes in consumer sustainable digital behaviour, social media marketing trends, social media electronic word of mouth (eWOM) and sustainable behaviour, etc.

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Deadline for manuscript submissions

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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. *Sustainability* publishes original research articles, review 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.

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