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Editorial

Digital, Ethical and Sustainable Marketing in a Connected World: Advances in Communication, Consumer Engagement and Strategy.

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1. INTRODUCTION

Marketing and communication research is undergoing a profound transformation driven by digitalization, platformization, artificial intelligence, and growing societal expectations regarding ethics, sustainability, and social responsibility. Contemporary scholarship increasingly recognizes that value creation now emerges from interactive, data-driven, and culturally embedded processes that connect brands, consumers, and institutions across digital ecosystems. Within this context, marketing theory is challenged to evolve beyond traditional paradigms, integrating technological innovation, human-centered communication, and responsible strategic orientations.

Recent high-impact studies emphasize the convergence of digital technologies, analytics, and artificial intelligence with relationship-oriented and sustainability-driven marketing approaches, highlighting their implications for consumer behavior, organizational performance, and societal well-being (Kannan & Li, 2017; Ferrell et al., 2021; Kumar et al., 2021). At the same time, social media platforms, immersive content, influencer communication, and co-creation practices have intensified the need for ethical transparency, trust-building, and meaningful engagement.

Against this backdrop, the twenty-fifth regular issue of the *International Journal of Marketing, Communication and New Media* brings together seventeen peer-reviewed articles authored by researchers from Europe, Asia, the Middle East, and Africa.

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Collectively, these contributions reflect the dynamic interplay between digital innovation, ethical and sustainable marketing practices, and evolving forms of communication and consumer engagement, offering robust theoretical advancements and actionable managerial insights.

Collectively, these studies contribute theoretical insights and practical implications across a wide range of contexts, industries, and digital environments.

2. STRUCTURE OF THE ISSUE

In this twenty-fifth regular issue of the IJMCNM, the reader has *online* access to seventeen research works addressing key topics in marketing and communication:

1. **Films as Strategic Tools for Tourism Destination Branding**, by Sajad Ferdowsi and Helia Shokripour (Iran), proposes a comprehensive framework for leveraging films to enhance destination image, brand identity, and sustainable competitiveness in tourism markets;
2. **The Influence of Ad Duration and Countdown Timers on Viewer Mood and Attitude in Digital Advertising**, by Wajdy Omran (Portugal), examines how ad length and countdown cues affect mood, attitudes, recall, and purchase intention in digital advertising contexts;
3. **The Effects of Different Kinds of Brand Mascots Used in Advertisements on Visual Attention**, by Erdem Geçit, Sevilay Ulaş, and Mustafa Yalçın (Turkey), uses eye-tracking techniques to analyze how different mascot types influence consumer visual attention in Instagram advertisements;
4. **Relationship Marketing and Customer Loyalty: Customer Satisfaction as a Mediator in Ethiopian Banks**, by Ahmed Mohammed Yimer and Fikadu Zewdu Misganew (Ethiopia), explores how relationship marketing dimensions influence customer loyalty through the mediating role of satisfaction;
5. **Green Marketing in Ethiopia: A Systematic Literature Review**, by Elias Shetemam Beshir, Aschalew Degoma Durie, and Tadessie Mangistie Mamaru (Ethiopia), synthesizes

two decades of research on green marketing practices, challenges, and opportunities in the Ethiopian context;

6. **Brand Storytelling and Transmedia: A Systematic Literature Review**, by João Miguel Lopes, Irina Saur-Amaral, and Sofia Gomes (Portugal), highlights the strategic relevance of transmedia storytelling for engaging Generation Z consumers and fostering brand communities;
7. **The Effect of Environmental and Social Sustainable Marketing on Financial Performance**, by Tdessie Mangistie Mamaru (Ethiopia), analyzes how sustainability-oriented marketing strategies affect export performance in the textile industry;
8. **Improving Health Literacy through Instagram Reels**, by Chiao-Chieh Chen and Yu-Ping Chiu (China), examines how content strategies and parasocial interaction enhance the effectiveness of health communication on social media;
9. **The Role of Brand Co-Creation Behavior within the eWOM and CSR Moderation on the Trust Brand and Purchase Intention**, by Maher Toukabri, Nozha Erragcha, and Jamel Eddine Gharbi (Tunisia), investigates the mediating role of e-WOM and the moderating influence of e-CSR in digital brand co-creation.
10. **The Role of Customer Participation and Interactivity in Creating Brand Loyalty**, by Evrin Derinozlu and Esra Ozkan Pir (Turkey), demonstrates how interactive behaviors and customer-brand identification foster loyalty in social media environments;
11. **Social Media Intelligence and Wildlife Crime**, by Lara Santos, Luísa Lopes, and Mariana Correia (Portugal), explores the use of social media intelligence and data analytics to monitor and combat illegal wildlife trafficking;
12. **From Screens to Support: Female Users' Access to Social Support on Social Media Platforms**, by Liang Shuting, Kho Suet Nie, and Abdul Latiff bin Ahmad (Malaysia), reviews how women seek and negotiate social support in digital environments;

13. **Assessing Gen Z Consumers' Perceptions and Ethical Concerns toward AI-Driven Marketing**, by Tsadiku Setegne Dessie (Ethiopia), analyzes awareness, trust, ethics, and behavioral intentions related to AI-based marketing;
14. **Glocal Branding in Action: McDonald's Localization Strategy in Portugal**, by Vasco Ribeiro Santos et al. (Portugal and Greece), applies netnography to examine how glocalization shapes consumer behavior and brand attachment;
15. **A Humanised Social Media Marketing Strategy**, by Miguel Moreira e Silva and Sara Teixeira (Portugal), investigates how human-centered communication enhances trust and engagement in social media marketing;
16. **Holistic Digital Marketing Strategies for E-commerce Growth**, by Fernando Fonseca et al. (Portugal), demonstrates the application of the SOSTAC® model in developing integrated digital strategies for e-commerce performance;
17. **An Empirical Analysis of the Impact of Sponsorship Disclosure on Instagram Posts**, by Sonia Bhatt and Sarvesh Kumar Singh (India), examines how disclosure practices influence influencer credibility, brand credibility, and purchase intention.

All articles were evaluated through a rigorous double-blind peer-review process and reflect the scientific scope and quality standards of the IJMCNM.

3. ACKNOWLEDGMENTS

We would like to thank all authors for submitting their manuscripts and all reviewers for their valuable and constructive contributions. The scientific relevance of the works published in this and previous issues of the IJMCNM continues to encourage high-quality submissions for future regular and special issues.

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