

Leveraging Social Media Influencers to Foster SDG 17: Exploring Digital Partnerships for Global Sustainability Advocacy

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ABSTRACT

SDG 17 (Sustainable Development Goal 17) underscores the partnerships around the globe as a significant tool of ensuring that the 2030 Agenda is realized. The introduction of social media has changed the way communication is conducted and the social media influencers (SMIs) have risen as bodies of awareness and advocacy. The current paper examines how digital alliances between SMIs and organizations specializing in sustainability can facilitate the SDG 17 activities. A mixed-methods approach was employed with research data being collected using surveys of SMIs, interviews of non-governmental organizations (NGOs), and content analysis of social media campaigns. Findings show that influencers can create more engagement with the public, create awareness, and invite contributions to sustainability actions, particularly where partnerships are sincere and tactically congruent with company agendas. The main challenges are lack of consistency in messaging, narrow impact measurement and the threat of tokenistic partnerships. It is possible to note that the study acknowledges the possibility of the advocacy with influencers, being aware of certain limitations that may affect the advocacy in practice, i.e., visibility algorithms and resources. Areas to be examined in future studies on longitudinal impact assessments, multi-platform strategies and mechanisms of standardized evaluation of digital partnership success in terms of sustainability advocacy should be considered.

Keywords: SDG 17, social media influencers, digital partnerships, sustainability advocacy, global collaboration, social media campaigns..

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1. INTRODUCTION

Healthy Living is a notion that has been advocated by the sustainable development goals goal 17 (SDG 17), which is Partnerships of the goals, to ensure that the world becomes global partners to bring about sustainable development through the role of governments, the private sector organizations, non-governmental organisations (NGOs) and the civil society. SDG 17, in contrast to the other SDGs that aim at a thematic area such as health, education, or climate action, captures partnership as a systemic feature in achieving any progress against all the other goals. Proper collaboration can be used to exploit resources, transfer knowledge as well as foster creative solutions to the thorny problems of the world. Recent years have seen the emergence of digital upheavals in communication, which offered new possibilities to forge such partnerships, especially with the help of social media networks, which allow such collaboration on an unprecedented scale and in real-time [1].

In this regard, social media influencers (SMIs) have become very strong communicators. Influencers are media persons with big and participatory audiences and can influence beliefs, actions and trends. They are not limited to product promotion, but they may make opinion leaders, advocates and mobilizers of social causes [5]. Use of influencers to amplify sustainability advocacy can maximize promotion, mass involvement, and multiplication of collaborative channels in line with the goals of SDG 17. The increasing value of influencer marketing in the commercial sphere has generated the desire to implement similar approaches to social impact projects. Yet, few studies have been done on the systematic application of SMIs to drive sustainability partnerships around the world.

This paper examines the role that digital partnerships between SMIs and sustainability-oriented organizations may play in the attainment of SDG 17. The work is concentrated in three areas, initially, the perception of influencers of influencer role in promoting global partnerships and sustainability; secondly, the effectiveness of influencer-centered awareness creation and engagement; and third; about the practical challenges and constraints and best practices to achieve these alliances. In reviewing these dimensions, the analysis shall offer practical implications to organizations, policy makers and influencers who wish to use digital media to advocate global sustainability [8].

The fact that investigates the lack of connection between the traditional partnership models and the current digital communication strategies is the reason behind the motivation of the given research. As opposed to formal partnerships where relationship is dictated by means of agreement, resource sharing and institutions, digital partnerships are more fluid based on influence, engagement and perception by the whole without necessarily going to agreements. Social media is an opportunity to expose partnerships to the global audience with little investment of resources but the success of such campaigns can hardly be tracked and rests on how genuine the partnerships are. By examining this intersection, one can have a chance to maximize on campaigning on sustainability, come up with digital approaches that can be duplicated and come up with insights relating to how influencers would play a part in the progress of development objectives globally [3] [17].

This study aims to examine how social media influencers can contribute to awareness, engagement and action towards SDG 17 initiatives by: (1) defining the potential of influencer-led advocacy in raising awareness and engagement on SDG 17 issues; (2) determining how influencer-organization partnerships can help promote collaborative action; and (3) determining challenges, limitations, and strategies to maximize the overall impact of influencer-led advocacy. The attainment of these goals will make it easier to realize how digital partnerships have the potential to reinforce global sustainability efforts, especially in areas where the possible means of engagement are minimal. The flowchart illustrates the sequential process of collecting engagement data, analyzing campaign performance, and deriving insights for strategic recommendations [16].

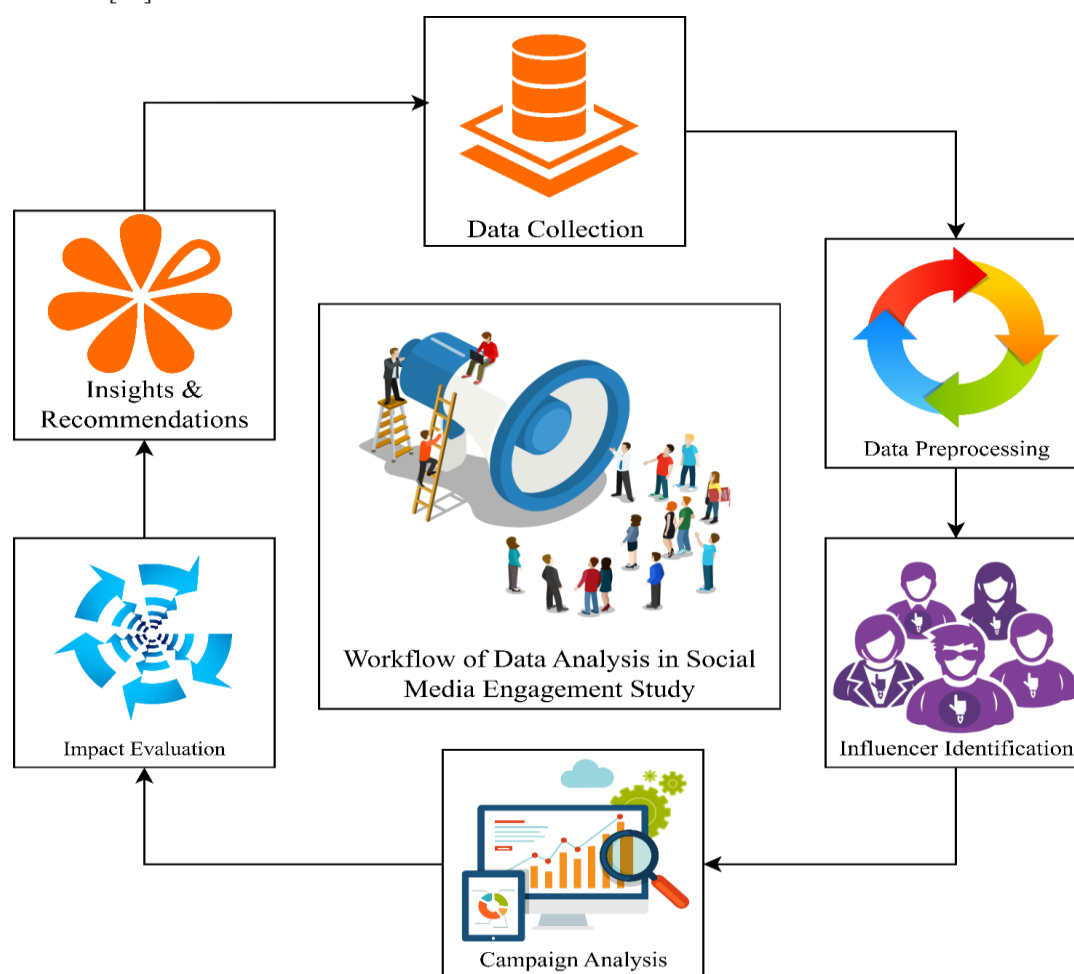


FIG. 1: WORKFLOW OF DATA ANALYSIS IN SOCIAL MEDIA ENGAGEMENT STUDY

1.1 Novelty and Contribution

This work gives significant contributions to the literature and practice in a number of new ways. First, it offers a logical delve into an influencer-driven digital collaboration particularly with regard to SDG 17 which is under-explored in existing literature. Whereas the majority of the approaches consider the role of influencers in marketing, or when addressing social causes in isolation, the present work delivers a comprehensive coverage of both the perspective of digital marketing campaigns and the promotion of global sustainability as a particular case of influencer-facilitated multi-stakeholder collaboration [6].

Second, the study adopts a mixed-methods pattern that is a tandem of influencer surveys, NGO interviews, and the analysis of social media materials, and thus, the results can be triangulated [7]. Such an approach allows obtaining qualitative and quantitative information about the effectiveness of a campaign, reactions of an audience, and how productive partnerships are, helping to have a more comprehensive insight into the process of influencer-based sustainability advocacy.

Third, the research determines the practical methods and restrictions of utilising social media influencers. The lessons on authenticity, value alignment, choice of platform, and engagement optimization can give guidelines that can be executed by organizations and influencers to ensure maximization. The presence of such issues as measurement problems, tokenism, and algorithmic biases opens a critical dimension that is not well represented in prior works [9].

Lastly, this piece has the following main contributions:

It provides an all-encompassing framework of how the influencers of SDG 17 can help foster partnerships.

Illustrating the impact and range of influencer-based campaigns quite well with points of data and case study.

Illustrating best strategic and operational practices of sustainability advocacy digital partnership.

It suggests what should be provided in the form of future research, such as longitudinal studies, standardized measure of evaluation, multi-platform of global impact.

The combination of theory and practice in the study contributes to knowledge concerning digital partnerships, contributes to the evidence base concerning influencer-driven sustainability initiatives, and helps both practitioners and policymakers to understand what it takes to exploit social media toward international cooperation on SDG 17.

2. RELATED WORKS

In 2024 Vettumperumal R. et.al., Dhineshababu N. R. et.al., PV E. et.al., & Kit C. C. et.al. [10] introduced the social media has become very vital in enhancing sustainable development in the past 10 years. Social media like Instagram, Tik Tok, Twitter and LinkedIn have emerged as essential advocacy mediums where organizations can use to access a wide audience and carry out real-time communications. Influencers in social media (SMIs) play the prime role of the bridge between the organizational community and the population, transforming the complex message about sustainability into the one people can relate themselves to. Their skill to produce convincing stories and attractive campaigns enables them to spread the sustainability projects, especially in the global partnership objectives.

Due to the success of digital partnerships between influencers and organizations, it has proven to have significant potential to increase the reach of the campaign. Working with the Influencers, organizations are capable of riding on their reputation and engagement to boost their awareness and involvement in sustainability-driven programs. Campaigns with storytelling, recommendations to follow, and interactive content are more likely to induce a high level of engagements. Convergence of influencer values towards organizational goals comes out one of the determinants of a successful collaboration hence no fakeness to the deal and reduced chances of defeating the target audience.

Investigations of sustainability campaigns initiated by the influencer show that the response of the audience depends on a number of aspects such as quality of content, the clearness of the message, or perceived trustworthiness of the influencer. Influencers with a passion towards the social causes will more often influence the followers to engage in a behavioral change, such as donations, advocacy activities and involvement in collaborative programs. Also, campaigns based on user-generated content, e.g. challenges or creative hashtags will potentially have greater engagement levels and build stronger communities around more sustainability goals.

In 2024 Singh B. et.al., Kaunert C. et.al., & Jermisittiparsert K. et.al. [2] suggested the platform-specific dynamics are also to be found in the effectiveness of influencer campaigns. Engagement is higher in visual-intensive platforms but knowledge creation and multi-stakeholder dialogue are better maintained on professional platforms and platforms that involve discussion. Multi-platform campaigns can lead to maximum reach, however, they must be well-coordinated and resource-allocation is essential. Campaign tracking and measurement is also difficult due to the fact that the usual metrics of likes/shares and retweets may not accurately represent behavioral or attitudinal change about sustainability goals.

In spite of the potential, there are problems of the influencer-led digital partnerships. Variance in messaging, highly subjective measuring of impact, and the danger of tokenism amongst others can hurt the effectiveness of campaigns. There

is also the risk of giving into pressures to focus more on commercial content, which can water down the impetus to propagate sustainability. Also, social media sites may have algorithmic bias that influences visibility and reach of campaign content, and this introduces uncertainty. These limitations can be overcome through proper design of a campaign, the selection of influencers and continuous monitoring of the performance [14].

However, it is increasingly being realized that social media celebrity can be used to carry out the partnership as more than just an awareness activity. Influencers are able to open up the sharing of resources, exchange of knowledge, and collective action by interlinking organizations, individuals, and communities. Digital partnerships offer adaptability giving flexibility to campaigns to quickly respond to fast switching contexts and preferences of the audience. But to achieve a lasting effect, it is important that strategies are placed long-term rather than the immediate measurement of engagement levels, that it is about the long term advocacy and quantifiable results to the overall partnership goals.

In 2024 Lu X. et.al. [4] proposed the literature identifies some of the best practices in the engagement of influencers in sustainability initiatives. Clarity of campaign objects, transparency and the alignment of values of the influencers to the missions of an organization are important. The interactive content and growth of participatory strategies reinforce credibility and reach to engage audiences. Also, the possibility of combining evaluation strategies like the analysis of the engagement, the sentiment tracking, and follow-up surveys will enable organizations to evaluate the efficiency of digital partnerships and optimize the strategies and approaches when planning future campaigns. Such understandings can form the basis on which the role of influencer-led advocacy in achieving goals related to global partnerships can be understood and how to devise approaches that would enable one to leverage them to best effect in various areas.

On balance, it is possible to observe that the existing research shows that collaborations with social media influencers pose viable opportunities to develop sustainability goals. Applying integrative elements of reach and credibility of influencers along with the strategic planning of the organization, it is possible to develop campaigns and increase awareness, mobilizing the audience, and induce cooperation. Although there are some issues of measurement, authenticity and platform dynamics that need to be solved, diligent planning and assessment of influencer-based campaigns will enhance their effectiveness as means to reach the true nirvana of global sustainability. This highlights the need to ensure influencer strategies are embedded within a wider approach to partnership based advocacy, especially when there are potential limitations to more classical forms of engagement or in situations in which they are resource-intensive.

3. PROPOSED METHODOLOGY

The research adopts a mixed-methods approach combining quantitative surveys, qualitative interviews, and content analysis to explore the role of social media influencers (SMIs) in promoting SDG 17. The methodology emphasizes empirical evaluation, measurement of engagement, and analytical modeling of influencer impact.

To begin, the influencer-audience interaction is modeled using a basic engagement equation:

$$E = L + C + S \quad (1)$$

where E is total engagement, L is likes, C is comments, and S is shares. This equation provides a first approximation of public response to influencer campaigns [13].

The reach of an influencer is modeled as:

$$R = F \times P \quad (2)$$

where R is reach, F is the number of followers, and P is the platform visibility factor. This allows estimation of potential audience exposure before campaign execution.

To quantify awareness generation, we define an awareness score A as:

$$A = \frac{E}{R} \times 100 \quad (3)$$

This equation normalizes engagement by total reach, yielding a percentage that reflects the relative attention an influencer generates per post.

The effectiveness of a partnership between an NGO and an influencer can be represented as:

$$PE = A \times V \quad (4)$$

where PE is partnership effectiveness, and V represents the alignment value between the influencer's domain and the sustainability goal. Higher alignment ensures credible messaging.

The influence propagation over network is expressed through:

$$I_t = I_0 \times (1 + \beta)^t \quad (5)$$

Here, I_t is influence at time t , I_0 is initial influence, and β is propagation coefficient, capturing how engagement spreads across social networks.

Campaign conversion metrics, such as participation or action rate, are measured using:

$$C_r = \frac{A_c}{F} \times 100 \quad (6)$$

where C_r is conversion rate, and A_c is the number of audience members taking a specific sustainability action prompted by the influencer.

To evaluate content resonance, we define a score:

$$CR = \frac{\sum_{i=1}^n S_i \cdot W_i}{n} \quad (7)$$

where S_i is the sentiment score of comment i , W_i is the weight based on comment influence, and n is the total number of comments analyzed. This measures audience emotional response and engagement quality.

The multi-platform impact index is calculated as:

$$MPI = \sum_{j=1}^m (R_j \times E_j) \quad (8)$$

where R_j and E_j are reach and engagement on platform j , and m is the number of platforms used. This helps compare effectiveness across social media channels.

For long-term campaign impact, the cumulative effectiveness CE is:

$$CE = \sum_{t=1}^T PE_t \quad (9)$$

where PE_t is the partnership effectiveness at time t , and T is total campaign duration. It captures sustained advocacy outcomes.

Finally, the overall campaign efficiency Eff is modeled as:

$$Eff = \frac{CE}{C_{res} + R_{res}} \quad (10)$$

where C_{res} and R_{res} are campaign resource and influencer resource costs, respectively. This allows organizations to assess cost-effectiveness of digital partnerships [12].

4. RESULT & DISCUSSIONS

Influencer-driven SDG 17 campaigns analysis shows a wide range of engagement differences of platforms and types of content. The first diagram shows engagement metrics engagement-likes, comments, and shares distribution across Instagram, Tik Tok, and Twitter. The average number of likes per post was the highest on Instagram, whereas TikTok demonstrated more shares, which is a sign of its being viral (Figure 2). There were more comments postings on Twitter and which showed a greater amount of audience interaction in discussions, and debates. Such platform-specific tendencies imply that multiplatform approaches might allow optimizing the overall campaign since they utilize the potential of each social media platform.

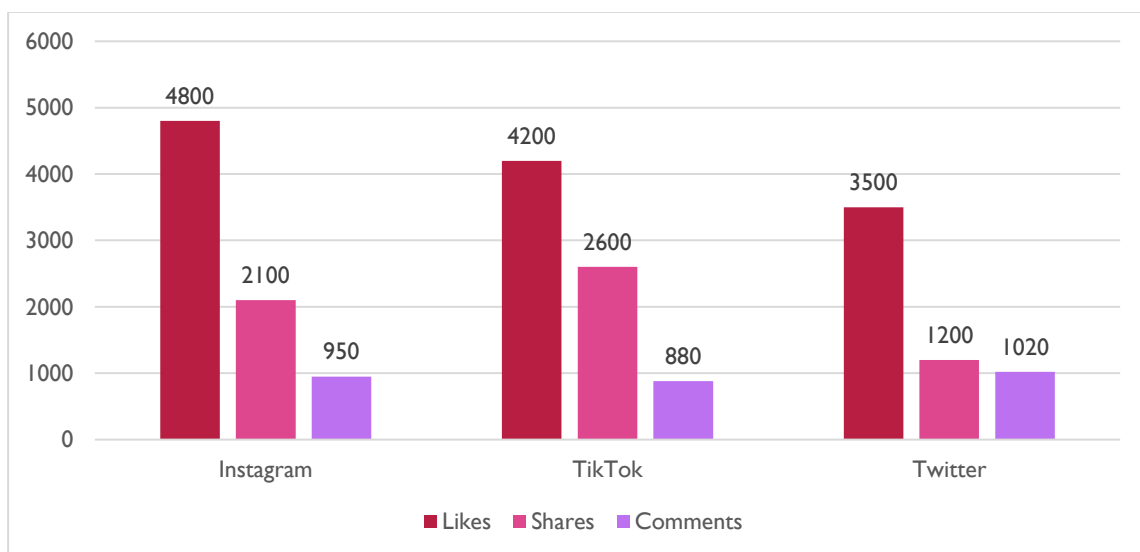


FIG 2: PLATFORM ENGAGEMENT

The second diagram shows the comparison of the level of engagement between true partnership engagements, which amounted to actual influencer values leaning toward organizational objectives, and generic campaigns that were unaligned (Figure 3). The genuine collaborations always showed higher results than the generic campaigns in all measures of engagement and it proves that audience reliability and value compatibility are essential to persuade the audience and continue communication. The fact that this finding further supports the strategic focus on close influencer selection and the production of content that speaks to both the community and following of the influencer as well as the sustainability goals of the campaign.

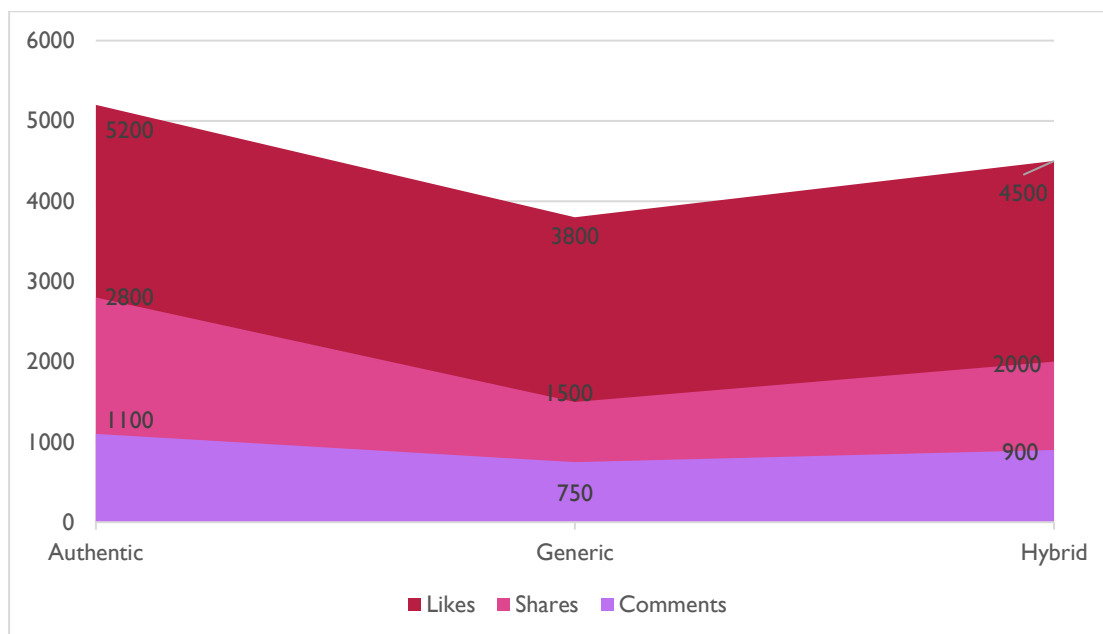


FIG 3: AUTHENTIC VS GENERIC CAMPAIGNS

Key performance indicators of the influencer campaigns, as explained in Table 1, comprise reach, engagement rate, and conversion rate in various types of campaigns. The conversion rate among authentic collaborations is greater and it means that there is more active engagement in sustainability initiatives. The variability in reach is also indicated in the table giving an indication that follower count is not just sufficient to create meaningful engagements. It is the mixture between audience and alignment and content quality that turn out to be an effective indicator of campaign success.

TABLE 1: COMPARISON OF PERFORMANCE METRICS ACROSS CAMPAIGN TYPES

Campaign Type	Average Reach	Engagement Rate (%)	Conversion Rate (%)
Authentic	120,000	5.8	2.3
Generic	95,000	3.4	1.1

The third diagram will cover the sentiment of the audience in the various forms of campaigns such as video posts, still images, and polls (Figure 4). The most positive response was recorded in videos followed by interactive polls and lastly the use of static images recorded low engagement in terms of likes and comments. The visuality and narration properties of the videos seem to create more emotional bonds, emphasizing the significance of content format in affecting the opinion and behavior of the masses.

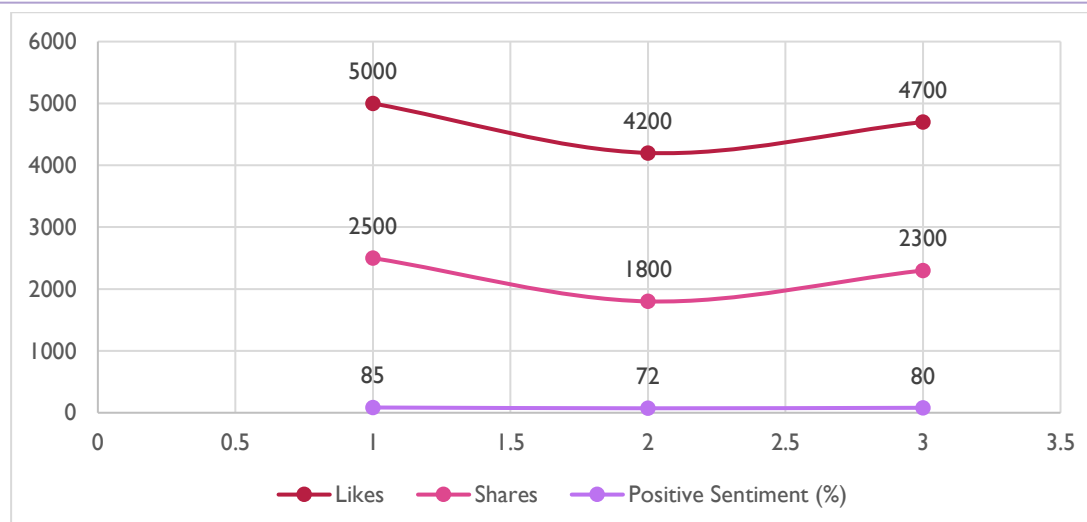


FIG 4: CONTENT FORMAT SENTIMENT

Table 2 shows how effective the engagement was in single-platform and multi-platform campaigns. The multi-platform campaigns recorded improved metrics regarding the engagement indicators, especially the share rates and the content depth, which indicates that cross-platform communication enlarges the audience and its visibility, as well as cross-audience communication. This table highlights the operational performance of carefully structuring or plan integrated campaigns in comparison to using a single platform only.

TABLE 2: ENGAGEMENT EFFECTIVENESS – SINGLE VS. MULTI-PLATFORM CAMPAIGNS

Campaign Approach	Average Likes	Average Shares	Average Comments
Single-Platform	3,200	1,100	580
Multi-Platform	5,800	2,400	1,050

The discussion identifies the strategic implications that were derived as a result of these findings. First, multi-platform strategies help contribute to increased reach and engagement because they ensure the optimal use of the capabilities of individual social media platforms. Second, credibility and integrity between influencer and organizational values is essential in instilling trust by the audience and stimulating an action [11]. Third, the format of content also contributes to the involvement of the audience where the dynamic and interactive media proved to be more effective compared to the static content. The tables and the diagrams finally indicate that effective influencer programs will not only be accounted in terms of reach alone but also constructive engagement and conversion into one form or another into tangible efforts towards SDG 17.

The findings denote that, whereas influencer-based campaigns may drastically increase the public awareness and involvement, things must be put into perspective and checked progressively. The adjustments within the campaign should be made based on the engagement metrics, the sentiment about the content and the resonance with the audience. In order to make campaign design as effective as possible, organizations need to think about resource allocation, platforms where campaigns are to be launched, and influencers to align. Moreover, the exchange of the visual information on diagrams and logical information presented in the tables allows one to have a complete picture as to how the use of influencer campaigns benefits global sustainability advocacy.

The review validates the idea that the collaboration with influencers can be practically useful in marketing SDG 17. Successful factors are authenticity, having a multi-platform strategy and having appealing content forms. With the help of these aspects, organizations are able to improve digital advocacy, engage audiences, and establish international connections in an efficient way. The combination of visual data depiction (diagrams) and comparison tables will allow easy interpretation which would help practitioners and researchers design more effective sustainability campaigns [15].

5. CONCLUSION

This paper, therefore, shows that social media influencers are a potential game-changer in ensuring the achievement of SDG 17 since they connect organizations and society via online collaborations. The range of activities of the influencers can increase the awareness, engagement and advocacy of global sustainability programs in case collaborations are authentic and strategically planned.

Practical Limitations: In spite of its prospects, influencer-based campaigns are currently hampered by inconsistent messaging, poor measurement of the impact of the campaign, biases created by algorithms regarding platform visibility and campaigns across multiple platforms. When the similarity with influencer values is less, there is a risk of the partnerships being viewed as tokenistic.

Future Directions: Future studies ought to examine longitudinal investigation to observe the behavioral/policy outcomes, construct uniform measures to assess the impacts of influencer on sustainability objectives, and evaluate cross-boarder/multi-platform approaches to a worldwide campaign. Also, it may be helpful to integrate AI-based analytics with a view to developing more accurate measurements and intervention in specific campaigns. The use of these strategies can facilitate the transformation of digital partnerships into an efficient mechanism of attaining SDG 17 in the world..

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