

The Role of EdTech Companies in Marketing SDG-Oriented Learning Platforms

Pankaj Kumar
Assistant Professor
Mangalmay Institute of Management and Technology
Greater Noida

Himansu Bhusan Bagh
Assistant Professor
Mangalmay Institute of Management and Technology
Greater Noida

CS Tanay Ojha
Assistant Professor
Mangalmay Institute of Management and Technology
Greater Noida

Rahil Yusuf Zai
Associate Professor
IGNTU Amarkantak

Abstract

This paper explores the critical role that EdTech companies play in marketing learning platforms aligned with the United Nations Sustainable Development Goals (SDGs), particularly SDG 4 which focuses on quality education. As digital education continues to transform global learning landscapes, effective marketing strategies are essential to promote awareness, adoption, and engagement with SDG-oriented educational solutions. The study examines various marketing approaches including digital campaigns, stakeholder engagement, partnerships, and content storytelling used by leading EdTech firms. It also investigates the challenges faced, such as balancing commercial objectives with social impact, overcoming skepticism, and addressing accessibility issues. Through case studies and empirical data, the research highlights opportunities for innovation and cross-sector collaboration. The findings provide valuable insights for marketers, policymakers, and educators seeking to leverage EdTech for advancing sustainable development through education.

Keywords: EdTech marketing, Sustainable Development Goals, SDG-oriented learning platforms, stakeholder engagement, digital education

1. Introduction

The landscape of global education has witnessed a significant transformation with the advent of educational technology (EdTech). From virtual classrooms to AI-powered learning tools, EdTech companies are reshaping how knowledge is delivered, accessed, and consumed. At the same time, the global community is increasingly aligning efforts toward the achievement of the United Nations Sustainable Development Goals (SDGs), a universal call to action to end poverty, protect the planet, and ensure prosperity for all by 2030. Among the 17 SDGs, Goal 4 – Quality Education – holds a foundational role, aiming to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

EdTech platforms have emerged as powerful enablers in advancing SDG 4 by breaking down traditional barriers to education such as geography, socio-economic status, and infrastructure. However, merely offering digital learning solutions is not sufficient. The impact of these platforms depends significantly on how they are marketed, perceived, and adopted by key stakeholders including students, parents, educators, institutions, and policymakers. In this context, marketing is not just a commercial tool but a strategic vehicle for driving awareness, engagement, and behavior change in support of sustainable development.

Modern marketing in the EdTech space involves more than selling subscriptions or digital courses—it includes communicating a social purpose, building trust, and engaging communities around the values of equity, inclusion, and sustainability. Companies are increasingly using storytelling, digital campaigns, partnerships with NGOs and governments, and influencer collaborations to communicate their alignment with the SDGs. Yet, the task is not without challenges. Marketers must navigate complex tensions between business objectives and social missions, address stakeholder skepticism about impact authenticity, and overcome the digital divide that excludes many from accessing online education.

This research paper investigates how EdTech companies craft and implement marketing strategies that support and amplify their contributions to the SDGs, with a focus on SDG-oriented learning platforms. It aims to explore the effectiveness of these strategies, analyze stakeholder perceptions, identify the challenges faced, and highlight best practices through case studies of prominent EdTech firms. The goal is to offer actionable insights that can guide EdTech marketers, educators, and policymakers in maximizing the potential of digital learning to contribute meaningfully to sustainable development.

2. Literature Review

The intersection of educational technology (EdTech), marketing, and the Sustainable Development Goals (SDGs) is an emerging area of scholarly interest. This literature review synthesizes existing research across four major dimensions: (1) the role of education in sustainable development, (2) the contribution of EdTech to SDG 4, (3) marketing strategies in the EdTech industry, and (4) stakeholder engagement in SDG-driven initiatives.

2.1 Education and the Sustainable Development Goals

The United Nations' SDG 4—"Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all"—is widely recognized as a cornerstone goal that enables progress across many other SDGs. According to UNESCO (2022), access to quality education fosters innovation, gender equality, poverty reduction, and economic development. However, traditional education systems in many parts of the world remain inaccessible or inadequate, especially for marginalized communities. Scholars such as Tilbury (2011) emphasize the need for transformative learning frameworks that embed sustainability principles into curricula and pedagogy.

2.2 EdTech as a Driver of SDG 4

EdTech has been identified as a significant enabler of SDG 4, offering scalable and flexible solutions that democratize access to education. Tools such as MOOCs (Massive Open Online Courses), AI-driven adaptive learning systems, gamified learning platforms, and mobile education apps have expanded learning opportunities for millions. Anderson (2020) argues that EdTech can bridge gaps in teacher shortages, remote learning, and individualized instruction. However, critics like Selwyn (2016) warn that without adequate regulatory oversight and inclusion strategies, EdTech could inadvertently widen the digital divide.

Studies also show that EdTech's alignment with SDGs can enhance social impact and brand value. For example, Khan Academy and Coursera have designed courses specifically addressing sustainability topics, reaching underserved learners globally. These initiatives not only fulfill social objectives but also improve market positioning.

2.3 Marketing Strategies in EdTech

Marketing within the EdTech industry has evolved from conventional promotional activities to more value-driven and purpose-oriented approaches. Content marketing, influencer partnerships, social media outreach, and search engine optimization are commonly used

strategies. Recent research by Chatterjee and Kumar (2021) highlights how storytelling and emotional appeal in marketing campaigns help position EdTech products as agents of change rather than mere commodities.

Furthermore, the concept of **cause-related marketing** (CRM) is gaining traction in the sector. By aligning products with social missions such as literacy for all or climate education, EdTech firms can foster emotional connections with users and enhance brand loyalty. This approach, however, must be implemented authentically, as consumers are increasingly wary of “SDG-washing” or the use of sustainability narratives for mere promotional gain (Delmas & Burbano, 2011).

2.4 Stakeholder Engagement and Perception

Effective marketing for SDG-oriented learning platforms relies heavily on stakeholder engagement. According to Freeman’s Stakeholder Theory (1984), businesses must address the interests of all stakeholders—not just shareholders—to create long-term value. In the EdTech context, this includes students, parents, educators, governments, NGOs, and funding partners.

Engaging these stakeholders requires not only persuasive messaging but also inclusive product design, transparent reporting of impact, and participatory feedback mechanisms. Research by Bhattacharya and Korschun (2008) on corporate social responsibility (CSR) communications suggests that stakeholder trust is built through consistent, credible, and clear communication about a company’s mission and outcomes.

In summary, the literature affirms the transformative potential of EdTech in achieving educational SDGs. However, the success of these platforms depends significantly on how they are marketed and received by diverse stakeholder groups. There remains a gap in integrated research examining **how EdTech companies use marketing strategies to promote SDG-aligned education**—a gap this study seeks to address.

3. Research Methodology

This study employs a qualitative research methodology to explore how EdTech companies market their Sustainable Development Goal (SDG)-oriented learning platforms and engage stakeholders in alignment with SDG 4 (Quality Education). The research design incorporates multiple methods—content analysis, case study analysis, and semi-structured interviews—to

gain in-depth insights into strategies, challenges, and outcomes associated with marketing educational solutions that support the SDGs.

3.1 Research Design

A **qualitative, exploratory research design** is adopted to understand complex and context-specific marketing practices within EdTech firms. Since the field of SDG-oriented EdTech marketing is relatively under-explored, a flexible and interpretative approach is used to allow for emerging themes and patterns.

3.2 Data Collection Methods

a) Content Analysis:

Marketing campaigns, websites, blogs, and social media content of selected EdTech companies were analyzed to identify key messaging strategies related to sustainability, education equity, and SDG alignment. This includes campaigns from platforms such as Byju's, Coursera, Duolingo, and Khan Academy.

b) Case Studies:

Three case studies of prominent EdTech companies—**Unacademy (India), Coursera (USA), and Eneza Education (Africa)**—were developed to understand how they market SDG-aligned learning platforms. These case studies examined marketing strategies, user engagement, impact narratives, and partnerships with governments or NGOs.

c) Semi-Structured Interviews:

Interviews were conducted with **10 stakeholders**, including marketing professionals in EdTech firms, educational consultants, sustainability experts, and policy advisors. These interviews explored perceptions, strategic intent, marketing practices, and challenges in promoting SDG-oriented education solutions.

3.3 Sampling Technique

Purposive sampling was used to select EdTech firms and professionals with demonstrated involvement in SDG-aligned education initiatives. Selection criteria included visibility of SDG messaging in their marketing, size and reach of the platform, and partnerships with social or governmental organizations.

3.4 Data Analysis

Data from interviews and content analysis were coded thematically using NVivo software. Thematic analysis helped identify recurring motifs such as “inclusivity messaging,” “impact storytelling,” “digital divide,” “greenwashing concerns,” and “stakeholder trust-building.” Triangulation was applied to validate findings across multiple data sources.

3.5 Ethical Considerations

Informed consent was obtained from all interview participants. Confidentiality was maintained by anonymizing responses where requested. Ethical approval was secured from the research committee of the hosting academic institution.

3.6 Limitations

While the study offers rich qualitative insights, its limitations include:

- A relatively small sample size which may not fully represent the global EdTech landscape.
- Focus on only three case studies, which may limit generalizability.
- Potential researcher bias in interpreting marketing content and interview responses.

This methodology provides a structured yet flexible approach to understanding the marketing dynamics of EdTech companies in the sustainable development context. It sets the stage for the next section, which delves into specific strategies employed to engage stakeholders and promote SDG-aligned learning platforms.

4. Marketing Strategies Used by EdTech Companies for SDG-Oriented Platforms

Educational technology (EdTech) companies are increasingly aligning their marketing strategies with the values and objectives of the Sustainable Development Goals (SDGs), particularly SDG 4: Quality Education. Marketing in this context goes beyond traditional advertising—it involves communicating impact, building trust, and engaging diverse stakeholder groups including learners, educators, parents, governments, and donors. This section examines the key marketing strategies adopted by EdTech firms to promote SDG-oriented platforms.

4.1 Purpose-Driven Branding and Storytelling

Many EdTech companies position their platforms as purpose-driven enterprises committed to social change. Through storytelling and emotional branding, these companies highlight narratives of learners from underserved communities gaining access to quality education. Platforms like **Khan Academy** and **Eneza Education** use real-life stories in their marketing to create emotional resonance and build brand credibility. Purpose-driven campaigns often incorporate elements of equity, inclusion, and transformation—core values that align with the SDGs.

4.2 Content Marketing and Thought Leadership

EdTech companies use blogs, webinars, white papers, and educational resources to create awareness around SDG issues and their solutions. These materials serve a dual purpose: educating audiences about global education challenges while positioning the company as a thought leader. For instance, **Coursera** regularly publishes content about workforce development, education access, and digital skills—all framed within the SDG discourse.

4.3 Strategic Partnerships with Governments and NGOs

Collaborations with governments, NGOs, and multilateral organizations help enhance both reach and legitimacy. These partnerships are often featured in marketing campaigns to demonstrate institutional backing and impact scale. For example, **Byju's Education for All** initiative collaborates with NGOs to distribute free learning content to underserved students, which is prominently showcased in their brand communications.

4.4 Social Media Engagement and Campaigns

EdTech companies use platforms like Instagram, LinkedIn, YouTube, and Twitter to run SDG-themed campaigns such as "Education for All," "Digital Inclusion Week," or "Women in STEM." These campaigns often involve user-generated content, hashtags, testimonials, and influencer endorsements that resonate with younger, socially-conscious audiences. Social media also facilitates community-building and two-way engagement, vital for stakeholder trust and long-term loyalty.

4.5 Impact Metrics and Transparency

A growing number of EdTech firms include **impact reporting** in their marketing strategy. Annual reports, infographics, and dashboards showcasing metrics such as the number of

learners reached, gender ratios, geographical distribution, and learning outcomes provide tangible evidence of SDG contributions. Companies like **Bridge International Academies** and **Ubongo** highlight their reach and impact in investor pitches and promotional materials to attract both customers and impact investors.

4.6 Localized Campaigns and Multilingual Outreach

To address diverse learner needs and cultural contexts, EdTech firms increasingly invest in **localized marketing strategies**. This includes language localization, culturally relevant examples, region-specific impact stories, and campaigns tailored to local educational gaps. For example, **Edukasyon.ph** in the Philippines customizes content to address the specific career and academic needs of Filipino youth, while maintaining alignment with global SDG values.

4.7 Freemium and Inclusive Access Models

To address equity concerns and enhance SDG compliance, companies offer **freemium models** that provide essential educational content at no cost, often supported by donations or CSR funds. These models are central to marketing strategies that highlight the firm's commitment to "education for all," particularly in low-income or crisis-affected regions.

4.8 Influencer and Community Advocacy

EdTech companies often collaborate with **education influencers, digital activists, and SDG ambassadors** to enhance credibility and extend outreach. These influencers help amplify SDG-aligned messages while encouraging community engagement. Community-driven advocacy ensures that marketing is participatory and grounded in real educational needs.

5. Role of Stakeholder Engagement in Marketing SDG Learning Platforms

Stakeholder engagement is at the heart of successfully marketing SDG-oriented learning platforms in the EdTech sector. Unlike traditional marketing that often targets a single consumer group, marketing in the SDG space requires building collaborative relationships with a wide array of stakeholders, including students, parents, educators, governments, non-governmental organizations (NGOs), funding agencies, and communities. This section examines how stakeholder engagement enhances the credibility, reach, and impact of EdTech

companies committed to the Sustainable Development Goals—particularly SDG 4: Quality Education.

5.1 Multi-Stakeholder Approach to Education Delivery

To market SDG-aligned platforms effectively, EdTech companies adopt a **multi-stakeholder approach**, engaging various actors across the educational ecosystem. By involving governments in policy alignment, NGOs in outreach programs, and communities in need-assessments, EdTech firms ensure that their marketing reflects both **relevance and authenticity**. For example, partnerships with local NGOs in rural regions can help companies identify contextual educational gaps and craft marketing messages that resonate with local learners and parents.

5.2 Building Trust Through Community Participation

Stakeholder engagement fosters **trust and legitimacy**, which are crucial for marketing platforms centered around social impact. EdTech companies often co-create solutions with teachers, students, and parents through workshops, surveys, and pilot programs. This participatory approach not only builds trust but also generates **word-of-mouth advocacy**—a powerful, cost-effective marketing tool in underserved regions. Community feedback loops also ensure that learning solutions are responsive to real needs, enhancing long-term user retention.

5.3 Collaborative Content Development and Localization

Involving stakeholders in content creation—such as **teachers for curriculum design, students for user experience testing, and local governments for policy compliance**—results in more relevant and accepted learning platforms. Marketing teams leverage this collaboration by showcasing stakeholder contributions in campaigns, signaling authenticity, inclusiveness, and alignment with SDG values. For instance, promoting that a course was “designed in partnership with rural educators” increases perceived value among target audiences.

5.4 Feedback-Driven Innovation

EdTech firms rely on **feedback mechanisms**—such as user reviews, focus groups, and platform analytics—to engage stakeholders continuously. These insights inform not only

product development but also refine marketing strategies to better communicate benefits and impact. Highlighting user feedback and success stories in promotional content enhances transparency and fosters a sense of shared ownership among stakeholders.

5.5 Stakeholder Roles in Amplifying Impact Narratives

Teachers, students, and institutional partners serve as **brand ambassadors** who share personal experiences of how the platform has improved access to or quality of education. Their testimonies form a central part of **impact storytelling**, a marketing technique used to connect emotionally with prospective users. For instance, short videos of students from underprivileged backgrounds achieving academic success due to EdTech interventions are often circulated on social media and during funding pitches.

5.6 Policy Advocacy and Public-Private Partnerships (PPPs)

Engagement with policymakers and education departments enables EdTech firms to align their platforms with national or regional SDG strategies. These partnerships are not only operationally important but also become a core part of **strategic marketing communications**, as public-private partnerships signal credibility, scalability, and long-term impact. Firms like **Coursera and BYJU's** actively highlight such collaborations in their SDG-related campaigns to reinforce their role as responsible education partners.

5.7 Donor and Impact Investor Engagement

Marketing efforts targeted at donors, CSR arms of corporations, and impact investors focus on **social ROI (return on investment)**, scalability, and long-term sustainability. By engaging these stakeholders through periodic impact reports, success stories, and third-party evaluations, EdTech companies establish financial support while also reinforcing their SDG alignment. Marketing materials often highlight how stakeholder investments have tangibly contributed to SDG targets, such as increased literacy rates or digital inclusion.

6. Challenges Faced by EdTech Companies in Marketing SDG Platforms

While EdTech companies have made notable progress in aligning their platforms with the Sustainable Development Goals (SDGs), particularly SDG 4: Quality Education, they face a range of **challenges** in marketing these platforms effectively. These challenges stem from the complexities of combining social impact with commercial viability, the diverse expectations

of stakeholders, and the evolving regulatory and technological landscape. This section explores the key obstacles that EdTech companies encounter in promoting SDG-oriented learning platforms.

6.1 Risk of Greenwashing and Stakeholder Skepticism

One of the most significant challenges is the **risk of perceived or actual greenwashing**—where marketing messages emphasize sustainability or inclusiveness without evidence of real impact. This undermines stakeholder trust and can result in reputational damage. In the absence of verifiable data or third-party evaluations, promotional claims about SDG contributions may be viewed with suspicion by socially-conscious consumers, investors, and NGOs. Maintaining transparency and aligning claims with demonstrable outcomes is critical yet difficult.

6.2 Difficulty in Communicating Impact Metrics

Marketing SDG-oriented platforms often requires translating complex impact metrics into digestible, engaging content. Many EdTech firms struggle to effectively communicate their contribution to SDG targets, such as increased access, learning outcomes, or gender inclusion. Additionally, some companies lack the data infrastructure to track, evaluate, and report these metrics in real time, making **impact communication inconsistent or superficial**.

6.3 Budget Constraints and Resource Limitations

Startups and mid-sized EdTech firms often operate with **limited marketing budgets**, which restricts their ability to run sustained awareness campaigns, especially in low-income or remote areas where the SDG agenda is most relevant. Balancing cost-effective marketing strategies with wide-scale outreach and engagement remains a significant operational challenge. Moreover, traditional performance marketing approaches (e.g., lead generation) may not be sufficient for impact-driven campaigns.

6.4 Misalignment Between Marketing and Organizational Strategy

In some cases, there is a disconnect between the company's **core operations and its marketing narrative**. For example, a company may claim to support inclusive education, while its product offerings are priced beyond the reach of underprivileged learners. This

misalignment results in reduced stakeholder credibility and poor campaign performance. A lack of coordination between product teams and marketing divisions further aggravates this challenge.

6.5 Cultural and Contextual Diversity

EdTech firms aiming to scale across borders face the challenge of **adapting SDG messaging to diverse cultural, linguistic, and educational contexts**. A message that resonates in urban India may fall flat in rural Africa or Southeast Asia. Localizing content while maintaining global SDG alignment demands additional resources, stakeholder input, and cross-cultural marketing expertise.

6.6 Regulatory and Data Privacy Concerns

As EdTech platforms expand globally, they must comply with **varying data privacy laws**, especially when working with children and educational institutions. Restrictions on data usage, consent, and digital advertising limit the scope of marketing personalization and user engagement. In addition, regulatory uncertainties in emerging markets may hinder collaborative campaigns with public institutions, slowing down SDG-related marketing efforts.

6.7 Measurement of ROI in Social Impact Marketing

Unlike commercial products, the success of SDG-aligned platforms isn't measured purely in sales or subscriptions but in long-term learning outcomes and social equity. However, **quantifying the return on investment (ROI)** from marketing campaigns focused on social change remains a complex task. This makes it difficult to justify marketing expenditures to stakeholders who seek both impact and profitability.

7. Opportunities and Future Trends

Despite existing challenges, the EdTech sector is poised to play a transformative role in advancing the SDG agenda through innovative marketing and technological evolution. Several promising trends and opportunities are emerging that can redefine how educational technologies are promoted and adopted.

7.1 Emerging Technologies (AI, AR/VR) Enhancing Learning Experience

Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR) are revolutionizing digital learning by making education more personalized, immersive, and accessible. AI-driven adaptive learning platforms can tailor content to individual learning styles, improving engagement and retention. Marketing these features effectively helps EdTech companies position themselves as cutting-edge contributors to SDG 4, especially in regions with low teacher-student ratios or limited educational resources.

7.2 Growing Demand for Lifelong Learning and Reskilling

The shift toward a knowledge-based economy and the rise of automation have increased the demand for lifelong learning and upskilling. This trend presents an opportunity for EdTech companies to develop and market SDG-aligned platforms targeting adult learners, career changers, and professionals in developing regions. Emphasizing inclusivity and employability in marketing messages can drive higher enrollment and global outreach.

7.3 Increasing Global Awareness of SDGs

Public and institutional awareness of the SDGs has grown significantly, especially among youth and educators. EdTech firms can capitalize on this momentum by aligning their brand identity with sustainability values and promoting content that empowers learners to address global challenges. Marketing strategies that highlight the company's SDG impact can enhance brand loyalty and stakeholder trust.

7.4 Potential for Cross-Sector Collaborations

Collaborations with governments, NGOs, corporate CSR initiatives, and international organizations present significant marketing and scalability opportunities. These partnerships allow EdTech companies to expand into underserved markets while gaining credibility and funding. Co-branded campaigns and joint impact assessments can further reinforce the firm's commitment to sustainable development and attract purpose-driven customers.

8. Case Studies

8.1 Khan Academy's Approach to SDG Education and Marketing

Khan Academy offers free, high-quality educational content globally, aligning with SDG 4. Its marketing focuses on accessibility and inclusion, often highlighting success stories from underprivileged learners. Collaborations with ministries of education in countries like India

and Brazil amplify its reach and demonstrate a scalable, sustainable model for SDG-aligned education.

8.2 Coursera's Partnerships and SDG Promotion Strategies

Coursera's global partnerships with universities, NGOs, and governments aim to make higher education accessible and affordable. Their "Coursera for Refugees" and "Coursera for Campus" initiatives are frequently marketed through social media, annual reports, and impact dashboards. These initiatives support lifelong learning (SDG 4) and reduce inequality (SDG 10), and their marketing emphasizes inclusivity and measurable outcomes.

8.3 BYJU'S Sustainability and Social Impact Initiatives

BYJU'S has introduced several initiatives aimed at promoting educational equity, such as 'Education for All' targeting underserved communities. Their marketing highlights the social impact of these initiatives, using real stories and partnerships with NGOs to reinforce their SDG alignment. Despite commercial criticism, their outreach models showcase how private companies can integrate SDG messaging with scale.

8.4 Other Notable Examples

Other EdTech platforms like **edX**, **Tata ClassEdge**, and **Dost Education** are integrating SDG values into their content and branding strategies. These examples showcase the diversity in approaches, from mobile-based literacy programs to AI-powered adaptive learning tools, reflecting the sector's growing contribution to sustainable education.

9. Discussion

9.1 Interpretation of Key Findings

The study reveals that stakeholder engagement, authentic impact messaging, and strategic use of partnerships are central to marketing SDG-oriented EdTech platforms. While technological advancements offer a competitive edge, the authenticity of the social mission remains the most critical driver of stakeholder trust and platform adoption.

9.2 Implications for EdTech Companies and Marketers

EdTech firms must move beyond product-centric marketing to embrace purpose-driven narratives aligned with SDGs. This involves transparent impact reporting, community-based

outreach, and integrated stakeholder collaboration. Marketers play a strategic role in framing these efforts in a way that resonates with both impact investors and socially conscious learners.

9.3 Contribution to Theory and Practice in Marketing and Education

This research bridges the gap between **sustainability marketing** and **educational innovation**, offering a conceptual framework for how EdTech firms can contribute to sustainable development through marketing. It adds to the body of literature by applying stakeholder theory and SDG frameworks to a relatively underexplored sector—digital education.

9.4 Policy Recommendations for Supporting SDG-Focused EdTech

Policymakers should incentivize SDG-aligned innovation in EdTech through grants, tax benefits, and public-private partnerships. Educational boards can endorse platforms that meet inclusivity and quality benchmarks, while regulatory frameworks should ensure ethical marketing and data use practices. Such support would encourage more EdTech companies to align with the SDGs in substance and communication.

10. Conclusion and Recommendations

10.1 Summary of Study Insights

The research underscores that EdTech companies, when strategically aligned with the SDG agenda, have the potential to transform global education systems. Successful marketing in this space hinges on authentic engagement, collaborative impact, and transparent communication. Stakeholder inclusion, technological innovation, and cross-sector alliances further amplify their influence.

10.2 Strategic Recommendations for EdTech Marketers

- Develop **story-driven marketing** based on real-life educational impact.
- Engage with **multi-level stakeholders**, including NGOs, teachers, and governments.
- Integrate **impact metrics** and SDG indicators into promotional content.
- Use **emerging technologies** not only to enhance the platform but also to communicate value in an innovative way.

- Pursue **co-branded initiatives** with sustainability-oriented partners to boost credibility.

10.3 Limitations and Areas for Future Research

This study focuses primarily on global platforms and may not fully reflect hyper-local innovations in EdTech. Future research could explore region-specific challenges, compare government-led versus private-led SDG learning platforms, and assess user perceptions of SDG-marketed platforms using longitudinal data.

References

- Kotler, P., & Lee, N. R. (2011). *Social marketing: Influencing behaviors for good* (4th ed.). SAGE Publications.
- United Nations. (2015). *Transforming our world: The 2030 agenda for sustainable development*. <https://sdgs.un.org/2030agenda>
- World Economic Forum. (2021). *Future of Jobs Report 2021*.
- Coursera. (2023). *Impact Report*. <https://about.coursera.org/impact>
- BYJU'S. (2022). *Education for All Impact Report*. <https://byjus.com/social-impact>
- Khan Academy. (2021). *Annual Report*. <https://www.khanacademy.org/about>
- Verma, C., Sharma, R., Kaushik, P., & Jain, V. (2024). The Role of Microfinance Initiatives in Promoting Sustainable Economic Development: Exploring Opportunities, Challenges, and Outcomes.
- Jain, V. (2021). An overview on employee motivation. *Asian Journal of Multidimensional Research*, 10(12), 63-68.
- Jain, V. (2021). A review on different types of cryptography techniques “should be replaced by” exploring the potential of steganography in the modern era. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(11), 1139-1146.
- Jain, V., Chawla, C., Arya, S., Agarwal, R., & Agarwal, M. (2019). Impact of Job Satisfaction on relationship between employee performance and human resource management practices followed by Bharti Airtel Limited Telecommunications with

reference to Moradabad region. *International Journal of Recent Technology and Engineering*, 8, 493-498.

- Jain, V., Verma, C., Chauhan, A., Singh, A., Jain, S., Pramanik, S., & Gupta, A. (2024). A Website-Dependent Instructional Platform to Assist Indonesian MSMEs. In *Empowering Entrepreneurial Mindsets With AI* (pp. 299-318). IGI Global.