



## Sustainable Business Models: Implications for Consumer Marketing

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### Message from the Guest Editors

Dear Colleagues,

Although emerging sustainable business models have been gaining momentum across business sectors, little research has addressed the impact of these models on consumer marketing. As sustainability becomes our daily practice and more companies embrace sustainability, there is a critical need for academic research that can shed light on sustainable business models in practice and provide a roadmap for consumer marketing professionals. To this end, we are seeking theoretical and empirical research addressing topics including, but not limited to, the following:

- Consumer values driving sustainable business models;
- Sharing economy with sustainable business practices;
- Consumer perceptions and attitudes toward sustainable business models;
- Sustainable brands in consumer marketing;
- Consumer responses to corporate social responsibility/cause marketing;
- Consumer value co-creation behaviors to support sustainable business models;
- Sustainable consumer behavior.





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## Message from the Editor-in-Chief

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