



Sustainable Consumption Behavior in the Disruptive Environment

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Message from the Guest Editors

Dear Colleagues,

The special issue invites studies that investigate the new trends and development of sustainable consumption today's disruptive and challenging environment by focusing on topics that pertain to effective communication, consumer education, and consumer value co-creation and consumption behavior. We identify consumption behavior as a process that involves complex decisions and actions that encompass the production, purchase, use, and disposal of a product or service (Lim, 2017). Further, we aim to provide a holistic view of sustainable behavior through this special issue by encouraging studies that investigate the social and economic aspects of sustainability, in addition to the environmental aspect. As social and economic sustainability is relatively less studied within the literature (Sesini, Castiglioni & Lozza, 2020) we aim to include diverse facets of sustainable impacts by addressing the holistic conceptualization of sustainable consumption behavior.

Guest Editors





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Message from the Editor-in-Chief

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