



Online Retailing and Sustainable Marketing

Guest Editors:

Dr. Ahmed Shaalan

1. College of Business, Zayed
University, Abu Dhabi, United
Arab Emirates
2. Cranfield School of
Management, Cranfield
University, Cranfield, UK

**Prof. Dr. Chanaka
Jayawardhena**

Department of Marketing and
Retail Management, Surrey
University Business School,
University of Surrey, Guildford
GU2 7XH, UK

Dr. Marwa Tourky

School of Management, Cranfield
University, Cranfield, UK

Deadline for manuscript
submissions:

closed (31 January 2022)

Message from the Guest Editors

Dear Colleagues,

The following list of possible research avenues and topics is not exhaustive, but proposes some fruitful areas for exploration:

1. What role does online retailing data play in enhancing a firm's sustainability practices?
2. How does cloud computing influence online retailing and what role does it play in sustainability practices?
3. What role does a firm's virtual frontline, i.e., chatbots and e-agents, play in sustainability orientation?
4. What are the ethical concerns behind online retailing algorithms and machine learning?
5. What are consumers' behaviours, attitudes, and preferences towards sustainable/green online retailers?
6. What role do different sociodemographic factors play in affecting consumers and their decisions (experimental studies)?
7. Does firm size matter: is sustainable market management limited to large corporations?
8. How can the application of artificial intelligence aid and motivate firms in making sustainable management decisions?
9. How can online luxury retailers offer a sustainable luxury experience?





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Author Benefits

Open Access: free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

High Visibility: indexed within [Scopus](#), [SCIE](#) and [SSCI \(Web of Science\)](#), [GEOBASE](#), [GeoRef](#), [Inspec](#), [RePEc](#), [CAPus](#) / [SciFinder](#), and [other databases](#).

Journal Rank: JCR - Q2 (Environmental Studies) / CiteScore - Q1 (Geography, Planning and Development)

Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
[X@Sus_MDPI](https://twitter.com/Sus_MDPI)