



## Sustainability and Digital Retailing

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Deadline for manuscript  
submissions:

**closed (31 May 2021)**

### Message from the Guest Editors

Every day, we buy, consume, and experience services and products on popular websites such as Amazon, Tripadvisor, UberEats, and more. As today's retail ecosystem undergoes a digital transformation, many retailers and consumers are lagging in adapting to the current era. This is partly due to uncontrollable variables such as standing institutional barriers, inequalities in accessing real-time data, and restricted product choices. Personal expectations and rules regarding values, norms, and habits in individual, social, and/or cultural environments further contribute to delays in progress (Kim et al., 2020). While sustainability is a complicated task for a single firm or consumers, the digital retail platform may enable such entities to initiate and shape a sustainability network by leveraging the medium's connectivity and mobility. Retail consumers are rapidly becoming active agents of change within their social networks, and the retail field must capitalize on these relationships whilst sharing insights with the rest of the industry.





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## Message from the Editor-in-Chief

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