



From Words to Deeds: Sustainable Consumption and Strategic Management

Guest Editors:

Dr. Marjan S. Jalali

Business Research Unit (BRU-IUL), ISCTE – University Institute of Lisbon (ISCTE-IUL), 1649-026 Lisbon, Portugal

marjan.jalali@iscte-iul.pt

Dr. Ana Simaens

Business Research Unit (BRU-IUL), ISCTE – University Institute of Lisbon (ISCTE-IUL), 1649-026 Lisbon, Portugal

ana.simaens@iscte-iul.pt

Dr. Marco Escadas

School of Economics and Management, University of Minho, 4704-553 Braga, Portugal

mescadas@eeg.uminho.pt

Deadline for manuscript submissions:

30 June 2022

Message from the Guest Editors

Sustainability is everywhere. How can firms and consumers do more? How can we rethink consumption patterns and strategic decisions with sustainability in mind? How can we move away from sporadic or short-term activities to consistent patterns of action with a long-term perspective? How can the gap between sustainable consumer intentions and behaviours be reduced? And what role can firms' sustainability strategies play in reducing this gap? This Special Issue welcomes contributions from both the firm and the consumer perspectives that can help answer these questions. We invite papers on topics including, but not limited to, the following: The impact of sustainable consumer behaviour on strategy; The link between responsible consumption and responsible production; Sustainable co-creation between consumers and companies; Sustainable lifestyles and business strategies; Sustainable consumer intentions and behaviours—bridging the gap; Modelling sustainable consumption and sustainable strategies; The COVID-19 outbreak and sustainability—lessons for the future.





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. The journal publishes original research articles, reviews, conference proceedings (peer-reviewed full 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](#), [Inspec](#), [AGRIS](#), [RePEc](#), [CAPlus / SciFinder](#), and many [other databases](#).

Journal Rank: [JCR](#) - Q2 (*Environmental Sciences*) / [CiteScore](#) - Q1 (*Geography, Planning and Development*)

Contact Us

Sustainability
MDPI, St. Alban-Anlage 66
4052 Basel, Switzerland

Tel: +41 61 683 77 34
Fax: +41 61 302 89 18
www.mdpi.com

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