



## Consumption Culture and Sustainability Discourses

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### Message from the Guest Editors

Sustainability has emerged as a dialectical praxis that draws its sustenance from the discussions around depleting world resources, human negligence, and redesigning systems that foster more inclusive, conscious, and ethical methods. The Resource-Based View (RBV) of sustainability addresses the competitive strategization of corporate social responsibilities under environmental and natural challenges and aims at the penetration of the “bottom of the pyramid” markets.

This call for papers addresses the research direction that examines the interconnections between markets, consumption practices, and sustainability discourses. This call for papers invites submissions that intend to project the meta-normative characteristics of the sustainability discourse through sociological theories of consumption. We invite papers that draw on insights from marketing, consumer culture, consumer behavior, and consumer psychology and address the issues of sustainability.

Deadline for manuscript  
submissions:

**31 December 2021**





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## Editor-in-Chief

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## 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.

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