



## Experience Design and Digital Transformation in Business

Guest Editors:

**Prof. Dr. Young-Chan Lee**

Department of Information  
Management, Dongguk  
University, Gyeongju 38066,  
Republic of Korea

**Prof. Dr. Runhui Lin**

College of Business  
Administration, Nankai  
University, Tianjin 300071, China

Deadline for manuscript  
submissions:

**closed (10 March 2024)**

### Message from the Guest Editors

Dear Colleagues,

Digital transformation has fundamentally changed business models. Companies can now scale their businesses up or down quickly, conveniently, and at a low cost with the help of digital technologies, such as the IoT, big data, cloud computing, and AI. Customer experience generally encompasses the dynamic interactions between a customer and a firm, involving elements of thoughts, feelings, social, and sensory. To make sure customers experience unforgettable moments, companies must first identify customer needs. Additionally, they can generate new, meaningful values for customers only by constantly observing and empathizing with them. In the digital transformation era, it is possible for companies to design more personalized and meaningful customer experiences by solving customer problems using digital technologies in the context of customers.

In this Special Issue, we intend to provide an opportunity to explore specific customer experience design methodologies and various research topics to increase customer value in the era of digital transformation. We expect the interest and participation of many researchers.

Prof. Dr. Young-Chan Lee

Prof. Dr. Runhui Lin





an Open Access Journal by MDPI

## Editor-in-Chief

### **Prof. Dr. Steve W. Lyon**

School of Environment and  
Natural Resources, Ohio State  
University, Columbus, OH 43210,  
USA

## 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](#), [GeoRef](#), [Inspec](#), [RePEc](#), [CAPlus / 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](http://www.mdpi.com)

[mdpi.com/journal/sustainability](http://mdpi.com/journal/sustainability)  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)  
[X@Sus\\_MDPI](https://twitter.com/Sus_MDPI)