



Putting Purpose First: Encouraging Ethical Behaviour through Drivers for Sustainability

Guest Editors:

Prof. Dr. Mónica Gómez-Suárez

Finance and Marketing
Department, Universidad
Autónoma de Madrid, 28049
Cantoblanco, Madrid, Spain
monica.gomez@uam.es

Prof. Dr. Victoria Labajo

Marketing Department,
Universidad Pontificia Comillas,
Madrid 28015, Spain
labajo@icade.comillas.edu

Deadline for manuscript
submissions:

15 September 2021

Message from the Guest Editors

Today, sustainability has taken a central position in order to appeal to consumers. This is especially important when we consider the rapid modifications in consumers' habits that have arisen in recent times due to the COVID-19 pandemic. In fact, the global economic recession evokes new tendencies, including greater preferences for environmental sustainability, instead of "unthinking" consumerism.

We invite submissions that present original and high-quality research work on these issues that are affecting consumer behavior. We will consider submissions that introduce new research problems and concepts, develop novel and rigorous methodologies to tackle the problems, and present innovative applications. Papers may employ a range of research methods including, but not limited to, conceptual models and theoretical investigation, systematic literature reviews, analytical empirical models, such as data-driven methodologies, surveys, simulation, or case studies. Successful real-world implementations are strongly encouraged.





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)