Special Issue

Consumer's Willingness to Pay for Green Products and Services

Message from the Guest Editors

Dear Colleagues:

As the paths of carbon peaking and carbon neutrality in major countries continue to become clear, the continuous breakthroughs in green technology are ready to meet the strong demand of the consumer market, but are consumers ready to pay for green products and services? We should explore how consumers' willingness to pay (CWP) for green products and services affects the green consumption market under the framework of sharing economy, so as to cope with future market challenges.

This special issue is dedicated to the study of CWP in new economical environment, aiming to investigate deeper linkages between CWP and green market with advances analytical methods and more theorical and practice evidence.

In this Special Issue, original research articles and reviews are welcome. Research areas may include (but are not limited to) the following: Consumer behaviour toward sharing economy; Green marketing; Green supply chain management; Green technology application; Sustainable development. We look forward to receiving your contributions.

Guest Editors

Prof. Dr. Yinabo Wu

Dr. Shan Chen

Dr. Jiafu Su

Dr. Sid Suntrayuth

Deadline for manuscript submissions

closed (31 December 2023)



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Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

mdpi.com/journal/ sustainability





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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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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

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