# **Special Issue**

# Advances in Green Consumption: Pathways to Sustainability

## Message from the Guest Editors

We are pleased to announce this Special Issue of Sustainability entitled "Advances in Green Consumption: Pathways to Sustainability". In recent decades, growing sustainability concerns have led consumers, businesses, and policymakers to reassess their choices, yet consistent and informed sustainable consumption remains a challenge. Consequently, understanding the role of consumer decision-making and consumer behavior is crucial in terms of encouraging sustainable consumption and production practices. This Special Issue invites scholarly submissions that explore the drivers, barriers, and outcomes of sustainable behavior in individuals and organizations across various contexts. We welcome interdisciplinary contributions that draw on theories such as behavioral economics (Thaler & Sunstein, 2008), environmental psychology (Gifford, 2014), and sustainable marketing (Peattie & Peattie, 2009) to examine how perceptions and evaluations influence sustainability-focused choices and consumer behavior to promote sustainable consumption.

#### **Guest Editors**

Prof. Dr. Yam B. Limbu

Department of Marketing, Montclair State University, Montclair, NJ 07043, USA

Prof. Dr. Bruce Huhmann

Department of Marketing, Virginia Commonwealth University, Richmond, VA 23284-4000, USA

### Deadline for manuscript submissions

30 September 2026



# Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



mdpi.com/si/250632

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

mdpi.com/journal/ sustainability





## Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



# **About the Journal**

## 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

#### **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)

