

Special Issue

Sustainable Marketing and Consumer Behavior

Message from the Guest Editor

With populations living longer, we are increasingly facing problems related to having enough food and water, providing healthcare, and achieving financial independence and well-being in later life, as well as ongoing problems with over-consumption, obesity, debt, waste, and recycling, to name a few. Are calls for sustainable consumption “anti-marketing”? Can we find a better balance between corporations and consumers in terms of mindful consumption? Whether caused by humans or not, global warming has become a serious threat and needs addressing. This Special Issue aims to address problems related to these developments.

Guest Editor

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Deadline for manuscript submissions

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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

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