

Special Issue

The COVID-19 Effect on Sustainable Consumption

Message from the Guest Editors

Prior research suggests that consumers' habitual consumption patterns can be altered by disruptive changes resulting from catastrophic events such as the COVID-19 pandemic. As a result of the anxiety, stress, and fear triggered by the COVID-19 pandemic, consumers may be forced to forgo their old habits and rethink their consumption practices. Thus, the pandemic may have provided an opportunity to shift consumer behavior towards sustainable consumption practices.

As sustainable consumption becomes vital, there is a critical need for academic research that can determine how COVID-19 may have forced consumers to rethink their sustainable consumption behavior. To this end, we are seeking theoretical and empirical research addressing topics including (but not limited to):

Pre and post-pandemic sustainable consumption trends among consumers.

The influence of consumers' demographic characteristics on their sustainable consumption.

Anti-consumption.

Consumer social responsibility.

Innovative use of social media to promote sustainable consumption.

Consumers' post-pandemic travel preferences and habits.

Consumer sustainable consumption values and priorities.

Guest Editors

Dr. Shipra Gupta

Department of Management, Marketing, and Operations, Country
University of Illinois Springfield, Springfield, IL, USA

Dr. Naz Onel

School of Business, Stockton University, Galloway, NJ, USA

Deadline for manuscript submissions

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

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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

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

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