

Special Issue

Sustainable E-commerce: Understanding the Motivations and Challenges

Message from the Guest Editors

The growth of e-commerce has led to an increase in orders delivered to customers, resulting in high emissions of CO₂ and even greater traffic congestion in cities. The e-commerce delivery of B2C goods accounts for 61% of the current total e-commerce shipments, which has led to increasing environmental pollution (Kumar et al., 2018). Previous studies have shown there is a need to balance and increase knowledge for sustainable e-commerce in virtual marketplaces (Escursell et al., 2021). Studies on sustainable e-commerce and its business models are gaining traction (Oláh et al., 2018), and this continues as a highly topical subject due to the continued increased growth of the digital market. Still, there are several challenges related to e-commerce and sustainability. This Special Issue is seeking studies and theoretical perspectives that explore the motivations and challenges of sustainable e-commerce. Thus, this Special Issue contributes to the growing literature on sustainability in marketing and practice by providing useful insights about the motivations and challenges of sustainable e-commerce.

Guest Editors

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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

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