# **Special Issue**

# Fostering Sustainability: Business Innovation and Consumer Choices

### Message from the Guest Editors

Topics of interest include, but are not limited to:

- Sustainable consumption and the role of consumer awareness;
- Green marketing strategies and their impact on consumer choices;
- Management practices that align business operations with sustainability goals;
- The influence of digital technologies, such as Al and big data, in terms of promoting sustainable business practices;
- Behavioral insights into pro-environmental decisionmaking by consumers;
- Case studies showcasing the successful integration of sustainability into management and marketing strategies.

#### **Guest Editors**

Dr. Mahmoud Elmarzouky

Business School, University of St Andrews, North Haugh, St Andrews KY16 9RJ. UK

Dr. Doaa Shohaieb

Aston Business School, Aston University, Birmingham B47UP, UK

### Deadline for manuscript submissions

31 July 2026



# Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



mdpi.com/si/225290

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)

