

## 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 AI and big data, in terms of promoting sustainable business practices;
- Behavioral insights into pro-environmental decision-making by consumers;
- Case studies showcasing the successful integration of sustainability into management and marketing strategies.

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### Guest Editors

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### Deadline for manuscript submissions

31 July 2026



## Sustainability

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## 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. *Sustainability* publishes original research articles, review 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.

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### Editor-in-Chief

Prof. Dr. Marc A. Rosen

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