Special Issue

Sustainable Consumer Behavior and Brand Management

Message from the Guest Editor

This Special Issue will examine how advanced technologies including natural language processing (NLP) and machine learning can be integrated into brand management and consumer behavior analysis to foster sustainability.In this Special Issue, we welcome original research articles and reviews offering diverse perspectives on and insights into the symbiotic relationship between sustainable consumer behavior and brand management. We invite submissions related to, but not limited to, the following themes: Innovative strategies for sustainable consumer behavior; Sustainable brand management practices; Textual and narrative analysis in sustainability reporting; Integrating NLP and machine learning in consumer behavior analysis; Stakeholder engagement and sustainable business models; Evaluation of brand impact on sustainable development goals; Ethical and social implications of sustainable branding; Green marketing and consumer perception.   We look forward to receiving your contributions.

Guest Editor

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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.

Editor-in-Chief

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