

## Special Issue

# Behavior and Marketing for Sustainability

### Message from the Guest Editors

We would like to invite you to contribute to SI “Behavior and Marketing for Sustainability”. The scope of this Special Issue covers the analysis of the main drivers of behavioral changes and the application of advanced marketing tools to promote sustainable consumption. The main focus of this Special Issue is the demonstration of the possibilities of application of SEM-based multivariate techniques for exploratory and confirmatory factor analysis, and conditional process modeling to explore the direct and indirect relationships between exogenous, moderating, and endogenous variables. The main purpose of SI is to collect novel empirical and theoretical studies providing new insights into the application of behavioral theories for developing an efficient marketing strategy to promote sustainable consumption and sustainable lifestyles.

### Guest Editors

Dr. Dalia Štreimikienė

Lithuanian Sports University, Kaunas, Lithuania

Dr. Rizwan Raheem Ahmed

Indus University, Karachi, Pakistan

### Deadline for manuscript submissions

closed (31 December 2021)



## 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

Faculty of Engineering and Applied Science, University of Ontario  
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