

Special Issue

Sustainable Business Models: Implications for Consumer Marketing

Message from the Guest Editors

Although emerging sustainable business models have been gaining momentum across business sectors, little research has addressed the impact of these models on consumer marketing. As sustainability becomes our daily practice and more companies embrace sustainability, there is a critical need for academic research that can shed light on sustainable business models in practice and provide a roadmap for consumer marketing professionals. To this end, we are seeking theoretical and empirical research addressing topics including, but not limited to, the following: - Consumer values driving sustainable business models; - Sharing economy with sustainable business practices; - Consumer perceptions and attitudes toward sustainable business models; - Sustainable brands in consumer marketing; - Consumer responses to corporate social responsibility/cause marketing; - Consumer value co-creation behaviors to support sustainable business models; - Sustainable consumer behavior.

Guest Editors

Prof. Dr. Kiseol Yang

Prof. Youn-Kyung Kim

Prof. Dr. Christy Crutsinger

Dr. Jihye Min

Deadline for manuscript submissions

closed (15 November 2022)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/62391

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



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

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)