

Special Issue

The Impact of Conscious Capitalism on Business and Consumers

Message from the Guest Editor

The topics of interest for this issue include (but are not limited to): CSR, ESG, and Cause-Marketing as Double-Edged Swords:

- What are the sources of consumers' perceptions of authenticity (vs. marketing gimmick) regarding firms' CSR or ESG? What may help firms to avoid unexpected setbacks from their pursuit of CSR/ESG/cause-related marketing?

Responsible AI and Technology:

- How do advanced technology and big data-based personalization of firms' offerings over consumer privacy influence consumer wellbeing?

Responsible/Irresponsible Firm Actions and Consumption:

- When and why do some CSR and ESG actions influence consumer responses and actions?

Generational Gap and Cultural Differences:

- Do Generation Z, who are known to consider sustainability, actually buy socially responsible products/services more than other generations? If so, what explains such generational differences?

Guest Editor

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Deadline for manuscript submissions

closed (10 April 2023)



Sustainability

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Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/98132

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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

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