

## 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?

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### Guest Editor

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### Deadline for manuscript submissions

closed (10 April 2023)



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## Editor-in-Chief

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