Special Issue

Customer Engagement and Organizational Performance for Sustainability

Message from the Guest Editors

Customer engagement (CE) has received substantive research attention from both academics and practitioners due to its potential to drive higher organizational performance. CE refers to "a customer's motivationally-driven, volitional investment of focal operant resources (including cognitive, emotional, behavioral and social knowledge and skills), and operant resources (e.g., equipment) into brand interactions". Customers with heightened engagement with brands are motivated to invest more resources into interactions and co-create value with the brands. Customer psychological engagement (vigor, dedication and absorption) can manifest, beyond economic transactions, into engagement behaviors with a brand or organization focus. Despite the growth in CE research, studies which extend the CE concept and its impact on organizational performance in the sustainability context remain sparse...

Guest Editors

Dr. Civilai Leckie

Prof. Dr. Lester Johnson

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Deadline for manuscript submissions

closed (30 June 2021)



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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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