

Special Issue

Customer Experience—through the Lens of Sustainability

Message from the Guest Editors

The COVID-19 pandemic has dramatically changed the business landscape. While brands are finding new ways to engage customers virtually, customers are experiencing “virtual fatigue” and crave more relevant and meaningful experiences. Marketers need new directions to drive engaging experiences across the consumer decision journey. Consumers' rising interest in sustainable brands and demand for corporate sustainability provides an avenue to deliver meaningful customer experience which can ultimately transform customers. Many researchers have explored customer experience creation and management strategies. However, few studies have investigated how sustainable initiatives can enhance customer engagement and experience across touchpoints and various stages of the decision journey. This Special Issue will contribute to the literature with studies that provide new theoretical and marketing implications in bridging sustainability and customer experience in today's market environment.

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Deadline for manuscript submissions

closed (30 September 2022)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



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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. *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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