

Special Issue

Sustainable Marketing: Challenges at the Intersection of the Physical and Digital Worlds

Message from the Guest Editors

This Special Issue aims to explore and analyze the challenges and opportunities arising from the development of integrated consumer experiences in the phygital world, approached through the lens of sustainable development. We invite contributions that not only identify and typologize contemporary phygital consumers but also seek to answer how marketing strategies and consumption models can be shaped to support the goals of sustainable development.

In this Special Issue, original research articles and reviews are welcome. Research areas may include (but are not limited to) the following:

- Identification of behaviors that promote or threaten sustainable development in the phygital environment;
- Designing phygital experiences that foster pro-environmental attitudes and social responsibility;
- Identification and typologies of phygital consumers and their implications for the marketplace;
- The influence of digital generations on changing consumption patterns and their sustainability;
- Diverse consumer attitudes toward integrated digital-physical solutions;
- Phygital experiences as tools for shaping environmentally conscious consumer behavior.

Guest Editors

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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. 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

Prof. Dr. Steve W. Lyon

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