

## Special Issue

# Service Experience and Servicescape in Sustainable Consumption

### Message from the Guest Editors

This Special Issue of *Sustainability* seeks to investigate the crucial role that service environments and experiences play in fostering sustainable consumption across diverse sectors, including digital platforms, healthcare, education, tourism, and retail. Consumption experiences, both of individuals and groups, have emerged as important determinants of sustainable behavior, especially in high-involvement environments such as healthcare, education, travel, and interactions with digital services. To strengthen its theoretical and practical relevance, this Special Issue emphasizes the role of behavioral science and service design in shaping sustainable consumer decisions and highlights actionable implications for managing data-driven and resource-efficient services. We believe that it could be beneficial if emotional, cognitive, and behavioral reactions to service environments could be modeled, optimized, and predicted using data-driven methods. We look forward to receiving your contributions.

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### Guest Editors

Prof. Dr. Cristian Rusu

Dr. Nicolás Matus

Dr. Fabián Silva-Aravena

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### Deadline for manuscript submissions

10 July 2026



**Sustainability**

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*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

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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.

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## Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and Natural Resources, Ohio State University,  
Columbus, OH 43210, USA

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