

Special Issue

The Evolution of Consumer Behavior in the Sustainable Business: Evidence from COVID-19

Message from the Guest Editor

The COVID-19 pandemic has fundamentally changed the world as we know it. For example, consumer attitudes, behaviors, and purchasing patterns are changing and many of these new trends will remain after the COVID-19 pandemic. As a consequence, new consumer behaviors will transform the B2B and B2C industry's future. This *Sustainability* Topical Collection on the evolution of consumer behavior in the sustainable business, considering a post-COVID-19 context and challenges, will accept (but is not limited to) articles on the following topics:

- Rising untact behavior during the pandemic
- Changing social practices during the pandemic
- Changing purchasing patterns during the pandemic
- Cycle of customer satisfaction during the pandemic
- Impact on and shifts in customer reviews during the pandemic
- Global comparative evidence during the pandemic

Guest Editor

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Deadline for manuscript submissions

closed (8 March 2023)



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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. *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.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

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