

Special Issue

Consumer Satisfaction and Changing Business Models for a Sustainable Economy

Message from the Guest Editor

Production and consumption are two faces of the same coin: consumers will consume what is on offer, while innovators and producers will try to respond to demand. This chicken and egg problem blocks the transition to a sustainable economy. How can we create a viable path from the current state to a more sustainable one; a path enabling current businesses to transition while staying afloat? This requires redesigning carefully the “business”, keeping the users/consumers satisfied, and other stakeholders as well, while gradually changing what creates negative externalities. In the line of the “installation theory” school of thought at the London School of Economics, this issue shows the way for a pragmatic approach to changing the world for a better place, anchored in a systematic approach of business redesign, informed by consumer psychology. It provides examples of what can be done, with concrete examples, to channel consumer behavior by combining actions targeting three determinants of consumer behavior: material design, embodied practices and social regulation.

Guest Editor

Prof. Dr. Saadi Lahlou

1. Department of Social Psychology, London School of Economics, London WC2A 2AE, UK
2. Paris Institute for Advanced Study, 75004 Paris, France

Deadline for manuscript submissions

closed (15 November 2023)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/133619

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



About the Journal

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

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)