

Special Issue

The New Trends in Consumer Behavior and Business Sustainability: From Customer Satisfaction to Businesses Performance

Message from the Guest Editor

We are pleased to invite you to submit a research article or a literature review in one or more of those following topics:

- Consumer behavior;
- Customer satisfaction;
- Business sustainability;
- Business performance;
- Focus on customer experience;
- Rise of conscious consumerism;
- Digital transformation and omnichannel experience;
- Demand for transparency and authenticity;
- Data-driven-based personalization;
- Social media and influencer marketing;
- Employee well-being and satisfaction and workplace culture;
- Mathematical design and development of models to study any of the topics above.

We are particularly interested in works dealing with two or more of those topics, especially those linking customer/consumer satisfaction with business performance/sustainability. Nonetheless, this is not a sine qua non condition and other articles dealing with other topics will also be considered, as long as they are aligned with this Special Issue focus.

Guest Editor

Dr. Diogo Filipe da Cunha Ferreira
CERIS, Instituto Superior Técnico, Universidade de Lisboa, Avenida
Rovisco Pais, 1, 1049-001 Lisboa, Portugal

Deadline for manuscript submissions

closed (31 December 2024)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 8.9



mdpi.com/si/177700

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 8.9



[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. 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

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

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, CAPlus / SciFinder, and other databases.

Journal Rank:

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