

Special Issue

Sustainable Development: Consumer Behavior and Circular Economy

Message from the Guest Editor

With the gradual deterioration of environmental conditions in the world, the transformation of the social development paradigm to sustainable development is particularly urgent. Sustainable development relates to environmental, economic, entrepreneurial, and sociopsychological aspects. The circular economy (CE), different from the traditional linear production and consumption pattern since the Industrial Revolution, is regarded as a sustainable system and a sustainable development model for society. A sound balance between these aspects must be developed to offer longevity. Consumer behavior plays a major role in the circular economy. The circular economy has been extensively analyzed, but in the related research of the circular economy, consumption has not received as much attention as production. Factors related to consumer behavior are even less well understood. The goal of this Special Issue is to understand sustainable development through consumer behavior and the circular economy and to provide a more extensive understanding of sustainable development via interdisciplinary research.

Guest Editor

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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.

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