# **Special Issue**

# Online Retailing and Sustainable Marketing

### Message from the Guest Editors

The following list of possible research avenues and topics is not exhaustive, but proposes some fruitful areas for exploration:

- What role does online retailing data play in enhancing a firm's sustainability practices?
- How does cloud computing influence online retailing and what role does it play in sustainability practices?
- What role does a firm's virtual frontline, i.e., chatbots and e-agents, play in sustainability orientation?
- What are the ethical concerns behind online retailing algorithms and machine learning?
- What are consumers' behaviours, attitudes, and preferences towards sustainable/green online retailers?
- What role do different sociodemographic factors play in affecting consumers and their decisions (experimental studies)?
- Does firm size matter: is sustainable market management limited to large corporations?
- How can the application of artificial intelligence aid and motivate firms in making sustainable management decisions?
- How can online luxury retailers offer a sustainable luxury experience?

#### **Guest Editors**

Dr. Ahmed Shaalan

- College of Business, Zayed University, Abu Dhabi, United Arab Emirates
- 2. Cranfield School of Management, Cranfield University, Cranfield, UK

### Prof. Dr. Chanaka Jayawardhena

Department of Marketing and Retail Management, Surrey University Business School, University of Surrey, Guildford GU2 7XH, UK

Dr. Marwa Tourky

School of Management, Cranfield University, Cranfield, UK

### Deadline for manuscript submissions

closed (31 January 2022)



# Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



mdpi.com/si/77004

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

mdpi.com/journal/ sustainability





## Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



# **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)

