

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?

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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.

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