

Special Issue

Sustainable Value Co-Creation: The Intersection of Green Consumer Behaviour and Marketing

Message from the Guest Editors

This Special Issue aims to foster academic debate and the generation of knowledge on the integration of green consumer behavior and sustainable marketing as key drivers of sustainability. We invite the submission of original research articles and review papers that explore this relationship from various theoretical and applied perspectives. We welcome studies using quantitative, qualitative, and mixed-method approaches, addressing, among others, the following topics:

- Green consumer behavior and determining factors.
- Sustainable marketing and business strategies in the ecological transition.
- Innovation in sustainable business models and their impact on consumers.
- Communication and persuasion in promoting responsible consumption.
- Sustainable marketing as drivers of green consumption.
- Artificial intelligence and data analytics in the segmentation of green consumers.

We look forward to receiving your contributions.

Guest Editors

Prof. Dr. Elisa Baraibar-Diez

Department of Business Administration, University of Cantabria, 39005 Santander, Spain

Dr. María Fernanda Bernal Salazar

Santander Financial Institute (SANFI), University of Cantabria, Avenida de los Castros s/n, 39005 Santander, Spain

Deadline for manuscript submissions

30 June 2026



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 8.9



mdpi.com/si/241031

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

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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

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