

## Special Issue

# The Impacts of Marketing, Decision-Making and Consumer Choices on the Sustainability of Foods and Services

### Message from the Guest Editor

This Special Issue invites authors to submit original research, reviews, and conceptual papers that explore how marketing strategies, consumer psychology, and decision-making processes can foster sustainable consumption and service innovations. We particularly welcome studies addressing consumer behavior regarding food choices, sustainable tourism and hospitality, the adoption of eco-friendly products, and emerging business models that integrate sustainability. Topics may include, but are not limited to, consumer perceptions of sustainable food, behavioral interventions to reduce food waste, cross-cultural comparisons regarding green consumption, digital marketing for sustainable services, and policy implications for responsible consumption. By bringing together interdisciplinary perspectives, this Special Issue aims to provide actionable insights for academics, practitioners, and policymakers striving to accelerate the transition toward sustainability. We encourage the contribution of studies using diverse methodologies, including big-data analytics, experiments, case studies, and theoretical frameworks.

### Guest Editor

Dr. Hyo Sun Jung

Center for Converging Humanities, Kyung Hee University, Seoul 02447, Republic of Korea

### Deadline for manuscript submissions

15 October 2026



**Sustainability**

an Open Access Journal  
by MDPI

**Impact Factor 3.3**  
**CiteScore 7.7**



[mdpi.com/si/255432](https://mdpi.com/si/255432)

*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

[mdpi.com/journal/  
sustainability](https://mdpi.com/journal/sustainability)





## Sustainability

---

an Open Access Journal  
by MDPI

---

Impact Factor 3.3  
CiteScore 7.7



[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)