

Special Issue

Sustainable Development of Social Commerce in the New Era

Message from the Guest Editors

The purpose of this Special Issue is to focus on studies that enhance and broaden the understanding of the sustainable development of a business under the background of social media. We are inviting researchers who are interested in this topic to submit their high-level original research works from various perspectives, such as from that of the consumer, retailer, channel, technology, and ecosystem of social commerce. Articles, including research articles, reviews, communication, and concept papers, should address, but are not limited to, the following:

- Social commerce repurchasing behaviors
- Marketing strategies for sustainability of social commerce
- Social commerce forms in the new era
- Co-create value in social commerce
- Social commerce and AI
- Online reviews and social commerce
- Customer journey management for sustainability of social commerce
- The channel integration quality between social media and e-commerce
- Social interaction model and its impact on social commerce
- The sustainable social commerce ecosystem
- Economic recession and COVID-19
- Public behaviour and COVID-19

Guest Editors

Dr. Shuiqing Yang

Dr. Yixiao Li

Dr. Atika Qazi

Deadline for manuscript submissions

closed (31 July 2021)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/75588

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
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. *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.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)