

Special Issue

Sustainability and Digital Retailing

Message from the Guest Editors

Every day, we buy, consume, and experience services and products on popular websites such as Amazon, Tripadvisor, UberEats, and more. As today's retail ecosystem undergoes a digital transformation, many retailers and consumers are lagging in adapting to the current era. This is partly due to uncontrollable variables such as standing institutional barriers, inequalities in accessing real-time data, and restricted product choices. Personal expectations and rules regarding values, norms, and habits in individual, social, and/or cultural environments further contribute to delays in progress (Kim et al., 2020). While sustainability is a complicated task for a single firm or consumers, the digital retail platform may enable such entities to initiate and shape a sustainability network by leveraging the medium's connectivity and mobility. Retail consumers are rapidly becoming active agents of change within their social networks, and the retail field must capitalize on these relationships whilst sharing insights with the rest of the industry.

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Deadline for manuscript submissions

closed (31 May 2021)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



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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. *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.

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