

Special Issue

Sustainable Marketing and Consumption in the Digital Age

Message from the Guest Editor

In facing the current challenges resulting from, among others, the development of modern technologies, but also generational changes, the concept of sustainable marketing and consumption is of particular importance. This Special Issue aims to answer questions about the scope and conditions for the implementation of the concept of sustainable marketing based on new information technologies in the sphere of product communication, distribution, and consumption. Reductions in the knowledge gaps of the presented issues will be supported by studies on the directions of consumer behavior development, as well as the strategies and marketing activities of producers and distributors. Striving for a holistic presentation of the issues raised, articles whose authors also indicate the typologies of phygital consumers and their attitudes towards new marketing strategy development based on modern information technologies will be very desirable. It would be valuable to look at this issue from the perspective of individual types of phygital consumers and their experiences in various countries. Look forward to receiving your contributions.

Guest Editor

Prof. Dr. Łukasz Wróblewski

Department of Market and Consumption, University of Economics in Katowice, 1 Maja 50, 40-287 Katowice, Poland

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

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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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