

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

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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. *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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