Special Issue

Sustainable Development in the Digital Economy: Impact on Consumer Behavior

Message from the Guest Editors

In the new economic context characterized by the digitalization of the global economy, sustainable development is gaining increased attention, particularly regarding its effects on consumer behavior. The digital economy, driven by technologies such as artificial intelligence, e-commerce, blockchain, and data analytics, is reshaping the way consumers interact with products and services. At the same time, these technological advancements offer new opportunities for promoting sustainable development by enabling a more efficient use of resources, reducing waste, and fostering conscious consumerism. Through the Special Issue, we would like to invite scholars and practitioners to contribute research that explores the interaction between digital technologies and sustainable consumption. Thus, we welcome a wide range of contributions, including empirical research, case studies, literature reviews, bibliometric analyses and conceptual papers. Kind regards,

Guest Editors

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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. 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

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