

Special Issue

Brand-Consumer Interaction on Social Media During and After the COVID-19 Global Pandemic

Message from the Guest Editor

With the change of lifestyle and untack consumption after the COVID-19 outbreak, we expect contributions to this Special Issue to be strongly focused on one topic: brand–consumer interaction on social media, during and after the COVID-19 global pandemic environment. Hence, we especially welcome contributions that focus on consume online behavior. We accept theoretical modeling and review papers related to this direction. The topics include, but not limited to: Consumer responses to COVID-19 Dietary and lifestyle changes during and after COVID-19 Online consumption during COVID-19 COVID-19 on social media Consumer needs with online shopping or education platforms Social media and brand engagement during COVID-19 Online consumer engagement during and after COVID-19 Engaging customers through social media Contactless and private lifestyle on social media Contactless consumption during and after COVID-19 Brand communication during and after COVID-19

Guest Editor

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Deadline for manuscript submissions

closed (31 March 2022)



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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.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

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