

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

Prof. Dr. Hyeon-Cheol Kim
School of Business Administration, Chung-Ang University, Seoul 06974, Korea

Deadline for manuscript submissions

closed (31 March 2022)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/63312

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

[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



About the Journal

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

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPlus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)