

Special Issue

Experience Design and Digital Transformation in Business

Message from the Guest Editors

Digital transformation has fundamentally changed business models. Companies can now scale their businesses up or down quickly, conveniently, and at a low cost with the help of digital technologies, such as the IoT, big data, cloud computing, and AI. Customer experience generally encompasses the dynamic interactions between a customer and a firm, involving elements of thoughts, feelings, social, and sensory. To make sure customers experience unforgettable moments, companies must first identify customer needs. Additionally, they can generate new, meaningful values for customers only by constantly observing and empathizing with them. In the digital transformation era, it is possible for companies to design more personalized and meaningful customer experiences by solving customer problems using digital technologies in the context of customers. In this Special Issue, we intend to provide an opportunity to explore specific customer experience design methodologies and various research topics to increase customer value in the era of digital transformation. We expect the interest and participation of many researchers.

Guest Editors

Prof. Dr. Young-Chan Lee

Department of Information Management, Dongguk University,
Gyeongju 38066, Republic of Korea

Prof. Dr. Runhui Lin

College of Business Administration, Nankai University, Tianjin 300071,
China

Deadline for manuscript submissions

closed (10 March 2024)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/122751

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)