

Special Issue

Food Decision Making, Branding, and Sustainable Marketing

Message from the Guest Editors

This Special Issue invites articles that explore consumer decision making and response to interventions for sustainable behavior. We are particularly interested in submissions that make novel contributions to understanding sustainable eating behaviors (or lack thereof), the role of branding in sustainability marketing, and the rapid increase in the consumption of commodities with a short life-cycle.

We also invite research examining what type of interventions are most effective at influencing consumer behaviors that can promote sustainability, including interventions from firms and policymakers that are focused at the individual behavior level.

We look forward to receiving your best work.

Guest Editors

Dr. Steffen Jahn

Lundquist College of Business, University of Oregon, 955 E. 13th Ave.,
Eugene, OR 97403, USA

Dr. Pia Furchheim

ZHAW School of Management and Law, Theaterstrasse 17, 8400
Winterthur, Switzerland

Deadline for manuscript submissions

closed (30 April 2022)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/74017

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. *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

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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, CAPIus / SciFinder, and other databases.

Journal Rank:

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