

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)



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

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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

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