

Special Issue

Sustainable Marketing and Consumer Behavior: Promote the New Digital Economic Development

Message from the Guest Editors

The digital age has configured the current surroundings and has challenged the potential for sustainable behaviors, driving the conditions for economic development. The massive dissemination of information and commercial content on the Internet asks for articulation of research as well as policy generation, increasingly in the area of marketing and consumer behavior. This issue will ensure the continuous focus on those aspects and the deep study of prominent problems with the culmination of practical approaches and solutions. Researchers are encouraged to submit original papers conceptual, empirical, analytical, methodologies design, local and spatial perspectives, and comparative studies. The Special Issue is looking for papers on topics including, but not limited to:

- Customer behavior
- Customer need in new normal
- Customer relation management
- Digital business
- Digital business promotion
- Sustainable marketing
- Digital marketing
- Behavioral changes
- Behavioral finance
- Marketing theory challenges
- Prosumer and marketing

Guest Editors

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Deadline for manuscript submissions

closed (30 June 2023)



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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. *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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