

Special Issue

Sustainable Consumption in the Digital World: The Role of Social Media and Technology in Consuming towards a More Sustainable Society

Message from the Guest Editors

Sustainability science encompasses a wide range of research domains, including new product development, engineering/architectural innovation, and agricultural sciences. However, these topics often depend on effective business communications and the actions and behaviors of consumers. Moreover, research has only begun to investigate the role of sustainable consumption from either the business or consumer perspective relative to its importance in creating and maintaining a more sustainable world. It is therefore an emphasis of this Special Issue to examine how the communication process and consumption behaviors contribute to a more sustainable world.

Research that addresses emerging topics in understanding communication processes particularly (but not exclusively) as it applies to sustainability and new technologies is of particular interest to us. Submissions including (but not limited to) brand messaging, influencer marketing, artificial intelligence, and digital consumption are welcome; however, submissions should maintain a focus on sustainable consumption.

Guest Editors

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Deadline for manuscript submissions

closed (10 March 2023)



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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.

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