

## 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

Prof. Dr. Susan Powell Mantel

Department of Marketing, Lindner College of Business, University of Cincinnati, Cincinnati, OH 45220, USA

Dr. Donald R. Gaffney

Department of Marketing, Owen Graduate School of Management, Vanderbilt University, Nashville, TN 37203, USA

---

### Deadline for manuscript submissions

closed (10 March 2023)



**Sustainability**

---

an Open Access Journal  
by MDPI

---

**Impact Factor 3.3**  
**CiteScore 7.7**



[mdpi.com/si/124297](https://mdpi.com/si/124297)

*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto: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)