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Willingness to Pay Studies and Energy Use

Guest Editor:

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Deadline for manuscript submissions:

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Message from the Guest Editor

The field of Willingness to Pay (WTP) for green or renewable energy products is ripe for further academic exploration. This Special Issue welcomes a diversity of submissions and research methods on WTP that deliver practical policy knowledge as deliberative polls show that customer WTP increases when customers are educated about green energy options.











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Message from the Editor-in-Chief

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