



Consumer Wellbeing and Digitalization: Challenges and Opportunities

Guest Editors:

Dr. Umair Akram

Department of Marketing,
Guanghua School of
Management, Peking University,
Beijing 100871, China

Dr. Pantea Foroudi

The Business School, Middlesex
University, London NW4 4BT, UK

Dr. Jiayin Qi

School of Management,
Shanghai University of
International Business and
Economics (SUIBE), Shanghai
201620, China

Deadline for manuscript
submissions:

closed (31 March 2022)

Message from the Guest Editors

The Internet has revamped the marketing world for businesses and consumers. Courtesy of social media, i.e., Twitter, Facebook, and other platforms, consumers have an opportunity to share, contribute, and access information with simple clicks. Empowered with information, consumers shape the market trends and invite unprecedented competition. Consequently, for a sustainable business, improvised marketing methods are inevitable.

Digitally intertwined global culture has invited confusion and complications at the psychological level, e.g., consumer response is agitated by national and international brands' assertive marketing campaigns. Technology (e.g., the internet and smart devices), a double-edged sword, has put consumers at risk, i.e., mental fitness, anxiety, aggression, and depression. Where technology is making everyday life easy, it is also leading to reduced sleep and exaggerated laziness. This scenario demands a scholarly discussion from the perspective of consumer wellbeing in this digital business world.





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Paul B. Tchounwou
RCMI Center for Urban Health
Disparities Research and
Innovation, Richard N. Dixon
Research Center, Morgan State
University, Baltimore, MD 21251,
USA

Message from the Editor-in-Chief

Addressing the environmental and public health challenges requires engagement and collaboration among clinicians and public health researchers. Discovery and advances in this research field play a critical role in providing a scientific basis for decision-making toward control and prevention of human diseases, especially the illnesses that are induced from environmental exposure to health hazards. *IJERPH* provides a forum for discussion of discoveries and knowledge in these multidisciplinary fields. Please consider publishing your research in this high quality, peer-reviewed, open access journal.

Author Benefits

Open Access: free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility: indexed within Scopus, PubMed, MEDLINE, PMC, Embase, GEOBASE, CAPus / SciFinder, and other databases.

Journal Rank: CiteScore - Q1 (Public Health, Environmental and Occupational Health)

Contact Us

*International Journal of
Environmental Research and Public
Health* Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/ijerph
ijerph@mdpi.com
X@IJERPH_MDPI