



## Exploring the Role of Emerging Technologies and Changing Consumer Behaviors in Green Marketing

Guest Editor:

### **Dr. Namhyun Um**

School of Advertising and Public Relations, Hongik University, 2639 Sejong-ro, Jochiwon-eup, Sejong 30016, Republic of Korea

Deadline for manuscript submissions:

**closed (11 April 2024)**

### **Message from the Guest Editor**

The topic “Exploring the Role of Emerging Technologies and Changing Consumer Behaviors in Green Marketing” refers to the examination of how new technologies and shifts in consumer attitudes and behaviors are influencing the way companies promote environmentally friendly products and practices. Emerging technologies play a crucial role in the development and implementation of green marketing strategies. With the emergence of new technologies, businesses can create innovative solutions to address environmental concerns and develop sustainable products. The focus is on understanding the intersection between technology, consumer behavior, and sustainability in the context of green marketing.

This Special Issue aims to push research on consumer behaviors in green marketing. We invite manuscripts that delve into the role emerging technologies in changing consumer behaviors in green marketing.





an Open Access Journal by MDPI

## Editor-in-Chief

### **Prof. Dr. Steve W. Lyon**

School of Environment and  
Natural Resources, Ohio State  
University, Columbus, OH 43210,  
USA

## 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.

## 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)

## Contact Us

---

*Sustainability* Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland

Tel: +41 61 683 77 34  
[www.mdpi.com](http://www.mdpi.com)

[mdpi.com/journal/sustainability](http://mdpi.com/journal/sustainability)  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)  
[X@Sus\\_MDPI](https://twitter.com/Sus_MDPI)