



Sustainable E-commerce: Understanding the Motivations and Challenges

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Message from the Guest Editors

Dear Colleagues,

The growth of e-commerce has led to an increase in orders delivered to customers, resulting in high emissions of CO₂ and even greater traffic congestion in cities. The e-commerce delivery of B2C goods accounts for 61% of the current total e-commerce shipments, which has led to increasing environmental pollution (Kumar et al., 2018). Previous studies have shown there is a need to balance and increase knowledge for sustainable e-commerce in virtual marketplaces (Escursell et al., 2021). Studies on sustainable e-commerce and its business models are gaining traction (Oláh et al., 2018), and this continues as a highly topical subject due to the continued increased growth of the digital market. Still, there are several challenges related to e-commerce and sustainability. This Special Issue is seeking studies and theoretical perspectives that explore the motivations and challenges of sustainable e-commerce. Thus, this Special Issue contributes to the growing literature on sustainability in marketing and practice by providing useful insights about the motivations and challenges of sustainable e-commerce.





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