



The Impact of Conscious Capitalism on Business and Consumers

Guest Editor:

Prof. Dr. Jiyoung Hwang

Marketing, Entrepreneurship,
Hospitality & Tourism, University
of North Carolina-Greensboro,
Greensboro, NC 27402, USA

Deadline for manuscript
submissions:

closed (10 April 2023)

Message from the Guest Editor

Dear Colleagues,

The topics of interest for this issue include (but are not limited to):

CSR, ESG, and Cause-Marketing as Double-Edged Swords:

- What are the sources of consumers' perceptions of authenticity (vs. marketing gimmick) regarding firms' CSR or ESG? What may help firms to avoid unexpected setbacks from their pursuit of CSR/ESG/cause-related marketing?

Responsible AI and Technology:

- How do advanced technology and big data-based personalization of firms' offerings over consumer privacy influence consumer wellbeing?

Responsible/Irresponsible Firm Actions and Consumption:

- When and why do some CSR and ESG actions influence consumer responses and actions?

Generational Gap and Cultural Differences:

- Do Generation Z, who are known to consider sustainability, actually buy socially responsible products/services more than other generations? If so, what explains such generational differences?





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

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. *Sustainability* publishes original research articles, review 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, AGRIS, 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

mdpi.com/journal/sustainability
sustainability@mdpi.com
[X@Sus_MDPI](https://twitter.com/Sus_MDPI)