



Digital Consumption, Privacy Issues and Sustainability

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Message from the Guest Editors

Dear Colleagues,

From a company point of view, digitization has lowered entry barriers to various markets, leading to increased competition and potential effects on prices. On the other hand, traditional companies have been forced to redirect their way of operating to adapt to the digital market. At the same time, the consumer is more integrated into the production process, since it is easier for the company to know their preferences, detect new market segments, and choose the right pricing strategy.

In this context, this Special Issue aims to identify digital consumption, privacy issues challenges, and related emergent questions from varied approaches.

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