



Customer Experience—through the Lens of Sustainability

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Message from the Guest Editors

Dear Colleagues,

The COVID-19 pandemic has dramatically changed the business landscape. While brands are finding new ways to engage customers virtually, customers are experiencing “virtual fatigue” and crave more relevant and meaningful experiences. Marketers need new directions to drive engaging experiences across the consumer decision journey. Consumers’ rising interest in sustainable brands and demand for corporate sustainability provides an avenue to deliver meaningful customer experience which can ultimately transform customers.

Many researchers have explored customer experience creation and management strategies. However, few studies have investigated how sustainable initiatives can enhance customer engagement and experience across touchpoints and various stages of the decision journey. This Special Issue will contribute to the literature with studies that provide new theoretical and marketing implications in bridging sustainability and customer experience in today’s market environment.

Guest Editors





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Message from the Editor-in-Chief

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