



## The New Trends in Consumer Behavior and Business Sustainability: From Customer Satisfaction to Businesses Performance

Guest Editor:

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Deadline for manuscript  
submissions:

**31 December 2024**

### Message from the Guest Editor

We are pleased to invite you to submit a research article or a literature review in one or more of those following topics:

- Consumer behavior;
- Customer satisfaction;
- Business sustainability;
- Business performance;
- Focus on customer experience;
- Rise of conscious consumerism;
- Digital transformation and omnichannel experience;
- Demand for transparency and authenticity;
- Data-driven-based personalization;
- Social media and influencer marketing;
- Employee well-being and satisfaction and workplace culture;
- Mathematical design and development of models to study any of the topics above.

We are particularly interested in works dealing with two or more of those topics, especially those linking customer/consumer satisfaction with business performance/sustainability. Nonetheless, this is not a sine qua non condition and other articles dealing with other topics will also be considered, as long as they are aligned with this Special Issue focus.





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### **Prof. Dr. Marc A. Rosen**

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## 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.

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