



Sustainable Development in the Digital Economy: Impact on Consumer Behavior

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Message from the Guest Editors

Dear Colleagues,

In the new economic context characterized by the digitalization of the global economy, sustainable development is gaining increased attention, particularly regarding its effects on consumer behavior. The digital economy, driven by technologies such as artificial intelligence, e-commerce, blockchain, and data analytics, is reshaping the way consumers interact with products and services. At the same time, these technological advancements offer new opportunities for promoting sustainable development by enabling a more efficient use of resources, reducing waste, and fostering conscious consumerism.

Through the Special Issue, we would like to invite scholars and practitioners to contribute research that explores the interaction between digital technologies and sustainable consumption. Thus, we welcome a wide range of contributions, including empirical research, case studies, literature reviews, bibliometric analyses and conceptual papers.

Kind regards,

Guest Editors





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