



an Open Access Journal by MDPI

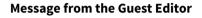
Brand-Consumer Interaction on Social Media During and After the COVID-19 Global Pandemic

Guest Editor:

Prof. Dr. Hyeon-Cheol Kim School of Business Administration, Chung-Ang

University, Seoul 06974, Korea

Deadline for manuscript submissions: closed (31 March 2022)



With the change of lifestyle and untack consumption after the COVID-19 outbreak, we expect contributions to this Special Issue to be strongly focused on one topic: brandconsumer interaction on social media, during and after the COVID-19 global pandemic environment. Hence, we especially welcome contributions that focus on consume online behavior. We accept theoretical modeling and review papers related to this direction. The topics include, but not limited to:

Consumer responses to COVID-19

Dietary and lifestyle changes during and after COVID-19

Online consumption during COVID-19

COVID-19 on social media

Consumer needs with online shopping or education platforms

Social media and brand engagement during COVID-19

Online consumer engagement during and after COVID-19

Engaging customers through social media

Contactless and private lifestyle on social media

Contactless consumption during and after COVID-19

Brand communication during and after COVID-19





mdpi.com/si/63312





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