



Sustainable Marketing and Consumer Behavior: Promote the New Digital Economic Development

Guest Editors:

Prof. Dr. Adriana Grigorescu

Prof. Dr. Nuria Huete Alcocer

Dr. Amalia-Elena Ion

Dr. Felizia Arni Rudiawarni

Deadline for manuscript
submissions:

closed (30 June 2023)

Message from the Guest Editors

The digital age has configured the current surroundings and has challenged the potential for sustainable behaviors, driving the conditions for economic development. The massive dissemination of information and commercial content on the Internet asks for articulation of research as well as policy generation, increasingly in the area of marketing and consumer behavior. This issue will ensure the continuous focus on those aspects and the deep study of prominent problems with the culmination of practical approaches and solutions.

Researchers are encouraged to submit original papers conceptual, empirical, analytical, methodologies design, local and spatial perspectives, and comparative studies.

The Special Issue is looking for papers on topics including, but not limited to:

- Customer behavior
- Customer need in new normal
- Customer relation management
- Digital business
- Digital business promotion
- Sustainable marketing
- Digital marketing
- Behavioral changes
- Behavioral finance
- Marketing theory challenges
- Prosumer and marketing





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](https://twitter.com/Sus_MDPI)