



## Sustainable Marketing and Consumer Behavior

Guest Editor:

**Dr. Randall Shannon**

College of Management, Mahidol  
University, Bangkok 10400,  
Thailand

Deadline for manuscript  
submissions:

**closed (31 March 2024)**

### Message from the Guest Editor

Dear Colleagues,

With populations living longer, we are increasingly facing problems related to having enough food and water, providing healthcare, and achieving financial independence and well-being in later life, as well as ongoing problems with over-consumption, obesity, debt, waste, and recycling, to name a few. Are calls for sustainable consumption “anti-marketing”? Can we find a better balance between corporations and consumers in terms of mindful consumption? Whether caused by humans or not, global warming has become a serious threat and needs addressing. This Special Issue aims to address problems related to these developments.





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, St. Alban-Anlage 66  
4052 Basel, Switzerland

Tel: +41 61 683 77 34  
[www.mdpi.com](http://www.mdpi.com)

[mdpi.com/journal/sustainability](http://mdpi.com/journal/sustainability)  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)  
[X@Sus\\_MDPI](#)