



Customer Perceptions of Sustainability in E-Commerce Practice

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Message from the Guest Editors

Dear Colleagues:

Shaping the rationales of clients' attitudes based on the perception of knowledge about shopping opportunities on the Internet, supported by the most reasonable automation, is the basis for creating the foundations of a smart, sustainable society. There is a wide discussion within the literature on the phenomenon of sustainability, which is being more often used to broadly describe economic and social phenomena.

In this Special Issue, we would like to collect articles that discuss both theoretical and practical aspects, enabling the analysis of the behavior of customers that use a wide range of information and communication technologies and related Internet marketing. We are interested in the impact of various factors on the construction and development of a modern 5.0 society, which will take place thanks to the parallel development of ICT.

This Special Issue will specifically focus on presenting the issue of sustainability in regard to a number of phenomena occurring in business. It will include both theoretical and practical approaches. A special place will be devoted to the study of the perception of sustainability by customers.





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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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