



## ESG (Environment, Social and Governance) Strategies, Consumer Behaviour and Community Participation in the Digital Age

Guest Editors:

**Prof. Dr. Alan KM AU**

**Dr. Nina Xie**

**Dr. Matthew Yeung**

**Dr. Leven Jianwen Zheng**

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### Message from the Guest Editors

We perceived the rising need for better aligning ESG efforts with consumer perception and repositioning consumers' rightful place in stakeholder salience and community engagement from a broader perspective. Especially for customer-based companies that are required to satisfy new digital-age consumers, several research topics emerge and are worth our renewed attention, which the present Special Issue seeks to address. The range of research areas for inquiry includes, but is not limited to, the following aspects:

1. To what extent can customer behaviour influence a firm's ESG marketing strategy?
2. To what extent can a firm's ESG policies influence customer behaviour?
3. To what extent do a firm's ESG metrics influence buying decisions?
4. What are the industry-specific ESG issues concerning consumer rights and protections in the digital age?
5. What are the moderating factors affecting the relationship between ESG efforts and consumer support for ESG?
6. How should organizations engage their consumers to align perceptions to customer support?

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### **Prof. Dr. Marc A. Rosen**

Faculty of Engineering and  
Applied Science, University of  
Ontario Institute of Technology,  
Oshawa, ON L1G 0C5, Canada

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*Sustainability* Editorial Office  
MDPI, St. Alban-Anlage 66  
4052 Basel, Switzerland

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