



The Future of Retailing: Sustainable and Digital Transformation

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Message from the Guest Editors

Dear Colleagues,

Countless surveys in recent times report that sustainability considerations are a key concern for shoppers in all types of geographies. Yet, considerations of sustainability in business practices and in buying behaviours are complex and multi-dimensional. At the same time, we see a parallel growth in digital technologies, with ecommerce channels having experienced substantial growth in penetration of retail sales.

Ultimately, retail organisations are faced with managing this interplay of forces: the twin strategic challenges of achieving digital transformation whilst ensuring that their business strategies contribute to their sustainability goals. How do we address these tensions; how do we understand changing consumer attitudes and trade-offs; and how does this affect business models and processes in retailing? The Special Issue aims to draw from a range of disciplinary perspectives in both the social and physical sciences to address these and other questions. Towards this goal, we welcome conceptual, methodological and empirical contributions in this Special Issue that focuses on the future of retailing—sustainable and digital transformation.





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Editor-in-Chief

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Message from the Editor-in-Chief

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