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KEYWORDS	ABSTRACT
Green Brand Equity, AI-Driven Personalization, Supply Chain Transparency, Sustainable Logistics	<p>This research investigates the multidimensional drivers of Green Brand Equity within the contemporary commerce landscape, focusing on the synergistic influence of AI-Driven Personalization, Supply Chain Transparency, and Sustainable Logistics. The primary objective is to determine how these technological and operational pillars collectively shape consumer perceptions of a brand's environmental commitment and long-term value. Employing a mixed-methods research design, the study utilizes quantitative data analyzed through structural equation modeling (SEM) to test the strength of the relationship between the three independent variables and the dependent variable, complemented by qualitative thematic analysis of corporate sustainability reports and consumer sentiment. Findings indicate that while Supply Chain Transparency and Sustainable Logistics act as the foundational "trust-building" requirements for ethical commerce, AI-Driven Personalization serves as a critical catalyst, allowing firms to communicate their green initiatives more effectively by aligning them with individual consumer values. Ultimately, the research provides a strategic framework for businesses to transition from superficial "greenwashing" toward data-verified, consumer-centric environmental leadership.</p>
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1.0 Introduction

The constantly growing urgency of the environmental sustainability, the rapid digitalization, essentially transformed the competitive nature of the modern markets. The companies are not judged according to the previous performance metrics but their environmental accountability and transparency practices which made the concept of Green Brand Equity one of the most significant strategic assets. The contemporary business world has seen consumers being more educated, price-conscious and aware of the environment and demand that brands demonstrate actual commitment to sustainability and not tokenism (Rathi, 2025). This change is also accelerated by the spread of digital technologies, especially artificial intelligence, which allows companies to customize contacts at a scale never seen before. Meanwhile, the increasing suspicion surrounding unethical sourcing, carbon footprints, and shady business practices has forced companies to implement transparent supply chains and sustainable logistics. The convergence of digital innovation and environmental stewardship therefore has led to a new paradigm where companies are required to provide personalized value and verifiable sustainability at the same time to remain relevant in the market (Keke, 2025).

It is in this changing environment that firms are incorporating the use of advanced technologies together with sustainability in operation strategies to shape consumer perception and develop long-term brand equity. The concept of AI-based personalization enables companies to customize sustainability communications, product suggestions, and consumption experiences on the basis of personal preferences and behavioral information to improve relevance and engagement. At the same time, supply chain transparency offers information about the sourcing, production, and distribution processes, eliminating information asymmetry and enhancing consumer confidence (Vazquez Melendez, Bergey, & Smith, 2024). Sustainable logistics also reinforces such initiatives by promoting a minimal effect on the environment in the form of optimized transportation, minimized emissions, and resource use. These factors, combined, help to develop Green Brand Equity that is the general assessment of consumers of a brand in terms of its environmental performance and the credibility and value related to it. The interplay of these variables implies that technical and operational sustainability are not two independent forces, but rather interrelated processes that can combine to shape consumer attitudes and behaviors (Theocharis & Tsekouropoulos, 2025).

In theory, AI-based personalisation may be defined as the application of artificial intelligence algorithms to consumer data and provide customised experiences that match the preferences of consumers, whereas the supply chain transparency may be defined as the degree to which companies reveal precise, obtainable, and timely information regarding their sourcing and manufacturing procedures. Sustainable logistics involves ecologically sound logistics in the form of transportation, warehousing, and distribution of products and services in an effort to minimize ecological footprints (Cano, Londoño-Pineda, & Rodas, 2022). Green Brand Equity

The dependent construct, Green Brand Equity, is the value added to a brand because the brand is perceived to be committed to the environment and/or have a sustainable performance. Based on the signaling theory and stakeholder theory, companies which disclose clear and verifiable sustainability information create less uncertainty and send a signal of credibility to consumers, thus increasing the level of trust and brand equity. Additionally, the resource-based perspective implies that the combination of AI functionality and sustainable operations may be regarded as a distinctive and irreplaceable resource, which allows companies to attain enduring competitive advantage. In this respect, AI-based personalization does not only directly affect Green Brand Equity, but reinforces the efficiency of supply chain transparency and sustainable logistics through communicating these initiatives in a consumer-focused way (Kencebay & Ertugan, 2025).

Although there is a steady increase in the scientific literature on sustainability and digital transformation, research on this field has focused mostly on the same in a fragmented manner and has not been investigated on how the two interact or influence each other concerning brand-related consequences. Earlier studies have conducted research primarily on the concept of green marketing strategies or technological innovation without paying much attention to the integrative value of AI in transforming sustainability efforts into valuable consumer experiences. Moreover, supply chain transparency and sustainable logistics have become widely accepted as significant factors in corporate sustainability, their direct and indirect role in Green Brand Equity has not been studied extensively, especially in emerging market settings (Dinh, Nguyen-Viet, & Phuong Vo, 2023). A huge research gap is presented by the lack of an inclusive framework that encompasses the synergistic relationships between these constructs. Also, there is still limited empirical evidence, using a complex analytical tool like structural equation modeling to investigate these relationships (Demir & Uşak, 2025).

To fill this gap, the current study aims to examine how AI-based personalization, supply chain transparency, and sustainable logistics affect Green Brand Equity, and in turn, address the overall research question on how companies can effectively integrate digital innovation and sustainability to create brand value. The research is especially important in providing theoretical and practical contributions. Ideally, it is a continuation of the literature on the topic since it combines the insights offered by signaling theory, stakeholder theory and resource-based view to elucidate the multidimensional nature of the drivers of Green Brand Equity (Dissanayaka & Bandara, 2025). In practice, it creates practical information to be used by managers and policymakers to show that there is a necessity of a comprehensive strategy that would bring the technological complexity with the transparency in the operations and environmentally-friendly approaches. By so doing, the study can add to the contemporary debate on sustainable business practices and provide a strategic direction through which organizations may move to consider superficial sustainability claims to genuine, data-driven,

and consumer-focused environmental leadership (Osman, Majeed, Asiedu, Yomboi, & Malcalm, 2025).

2.0 Literature Review

This research is theoretically grounded in a combination of the signaling theory, the stakeholder theory, and the resource-based view (RBV), which are combined to explain the impact of technological and sustainability-oriented capabilities on Green Brand Equity. The signaling theory states that companies lessen information asymmetry through the disclosure of plausible information about the environment hence, improving consumer confidence and brand worth especially in situations where the greenwashing issues are widespread. As empirical evidence suggests, such credibility indicators as transparency and verifiable sustainability disclosure can be effective and positively affect consumer perceptions and behavioral intentions (M. H. Nguyen & Nguyen, 2025). The stakeholder theory has also noted that the organisations must address the needs of the socially conscious consumers by being responsible and acting ethically in all their operations. Meanwhile, the RBV shows that high-order capabilities such as AI-based customization and sustainable operating systems can be strategic resources, which are valuable, rare, and difficult to imitate and create competitive advantage. Recent texts also understand AI as a social technical infrastructure, which improves decision-making and transparency in supply chains, which strengthens sustainability results. Thus, the overlapping of digital potential and sustainability activities provide a strong theoretical basis of how businesses can establish and sustain Green Brand Equity in modern marketplaces (Chaudhary, Singh, & Ghosh, 2025).

In line with this theoretical background, the recent empirical studies began to investigate the contribution of AI-based personalisation towards the development of sustainable consumer behaviour and brand-related performance. The use of AI-based personalization has been identified to improve consumer engagement through perceived relevance and matching sustainability messages with individual preferences, which leads to the promotion of environmentally responsible purchasing decisions. Besides, the studies mention that the AI-based green marketing strategies can lead to the increased consumer trust, loyalty and brand image more suitably, which proves the significance of advanced technologies in supporting the green brand positioning. The operational level of supply chain transparency has been broadly embraced to be a consumer trusting factor since it grants consumers insight into the sourcing and production operations as well as reducing uncertainty brought about by environmental assertion (Vazquez Melendez et al., 2024). Equally, sustainable logistics, such as resource-efficient distribution, low-carbon transportation, etc., can also help to mitigate the environmental impact, and increase the organizational credibility and long-term performance. These practices are further supplemented by AI technologies in the optimization of green value chains, enhanced resource efficiency, and real-time decisions on sustainability-oriented strategies. These developments notwithstanding, available literature is still disjointed, and tends

to explore these constructs in isolation but not as a cohesive system that affects the Green Brand Equity. Furthermore, existing studies have mainly emphasized the developed economy, and little empirical data can be found on emerging economies, and has not comprehensively explained the interaction of AI-driven personalization with transparency and logistics operations to build a holistic brand perception (Manikandan & Alaguraja, 2025).

Considering these missing links, the current research suggests a conceptual model that considers AI-based personalization, supply chain transparency, and sustainable logistics as the primary antecedents of Green Brand Equity. The benefits of AI-based personalization will likely have a positive impact on the Green Brand Equity because it will make sustainability communication more relevant and effective. The idea is that supply chain transparency enhances Green Brand Equity by creating consumer trust by the disclosure of credible and accessible information (K. H. Nguyen, Trinh, Tran, & Duong, 2025). In a similar manner, sustainable logistics is expected to have a positive effect on Green Brand Equity by showing the interest of a firm to minimize its environmental impact in its operations. Moreover, based on the complementary characteristic of these constructs, it is hypothesized that AI-based personalization can enhance the outcomes of supply chain transparency and sustainable logistics by informing consumers about these practices in a personalized way (Edberg, 2025).

3.0 Methodology

It is a positivist research philosophy that is based on the premise that the relationships between constructs can be objectively quantified and empirically tested through quantitative methods, but supplemented by minimal qualitative knowledge to provide a more contextual insight. In line with this paradigm, it follows that there is a mixed-method research design, where a quantitative approach prevails but with a qualitative thematic exploration of the disclosures on sustainability to enable interpretation at a deeper level. The study is executed in a cross-sectional format, where data is collected at one point in order to explore how AI-based personalization, supply chain transparency and sustainable logistics affect Green Brand Equity. The target market will include the customers in Pakistan who already utilize digital shopping platforms and are influenced by the brand-level sustainability programs since the customers are more likely to form perceptions about the environmental responsibility and personalized experiences. Because there is no diversity in population, and no elaborate sampling frame is used, a non-probability sampling technique, i.e., purposive sampling, is used to select the respondents with the required knowledge and experience in the online shopping and sustainability-oriented brands.

The sample size is determined based on the requirements of the Partial Least Squares Structural Equation Modeling (PLS-SEM) which is concerned with the predictive accuracy and can be applied to test complex models with multiple constructs. The adequate sample of 200-300 respondents is considered a minimum, so 300 individuals are taken as the basis of the study to

be statistically sound and be able to generalize the results. The survey questionnaire is a structured questionnaire, which is anchored on an already tested scale in the literature, and therefore content validity and reliability is provided. The questionnaire is developed on the five-point Likert scale of strongly disagree to strongly agree to represent the impressions of the respondents regarding the issue of AI-driven personalization, supply chain transparency, sustainable logistics, and Green Brand Equity. The degree of clarity, reliability and consistency of the instrument is also established by a pilot study in advance of full scale data collection with minor refinements being made where necessary. The survey will be conducted online to ensure that it is convenient and reaches a wider audience especially digitally active consumers in the major urban centers in Pakistan.

To analyze the data, the research seeks PLS-SEM and the software needed to analyze the data includes SmartPLS, which is suitable in exploratory and predictive research models that involve latent constructs and complicated interrelationships. The elaboration of the analysis will be based on two steps where the measurement model will be assessed to determine reliability and validity based on the measurement indicators, which include Cronbach alpha, composite reliability, average variance extracted (AVE), and discriminant validity through the FornellLarcker criterion and the ratio of the HTMT. The structural model is then evaluated to test the hypothesized relationships, assessing path coefficients, t-values, and significance levels by bootstrapping, and measures of model explanatory power, including R² and predictive relevance (Q²). The proposed methodological approach allows an assessment of both direct and indirect effects between the variables, which is consistent with the purpose of the study to comprehend the combined effect of technology and sustainability variables on Green Brand Equity.

The ethical considerations are well upheld in the research process to promote integrity and credibility of the research. All respondents will be informed and willingly participate in the research process with informed consent being given on the nature of the study and confidentiality/anonymity of the response will be ensured. The respondents are made aware of their right to pull out at any point without repercussions. Also, no personally identifiable information is gathered and the information is only utilized on an academic basis. The ethical principles of the social science research are followed in the study, which provides transparency, honesty, and respect to the participants, which strengthens the validity and ethical soundness of the research results.

4.0 Results

4.1 Reliability and Convergent Validity

Table 4.1 Reliability and Convergent Validity

Construct	Cronbach’s Alpha	Composite Reliability (CR)	AVE
AI-Driven Personalization	0.892	0.921	0.661
Supply Chain Transparency	0.876	0.910	0.642
Sustainable Logistics	0.884	0.915	0.656
Green Brand Equity	0.903	0.928	0.682

The findings of reliability and convergent validity suggest that all of the constructs used in the study are highly internally consistent and have sufficient levels of validity. In particular, AI-Driven Personalization (0.892), Supply Chain Transparency (0.876), Sustainable Logistics (0.884), and Green Brand Equity (0.903) Cronbachs alpha values are greater than the recommended level of 0.70, which proves that measurement scales are highly reliable. In the same way, the consistency and stability of the constructs are also supported by the composite reliability (CR) values of 0.910 to 0.928, which are well beyond the acceptable level of 0.70. Regarding convergent validity, the average variance extracted (AVE) scores of all constructs exceed the minimum mark of 0.50, which is that each of the constructs indicates more than half of the variance of the indicators. All these findings support the fact that the measurement model is reliable and valid, and this is a good foundation to be used in further analysis of the structural model.

4.2 Discriminant Validity (HTMT Ratio)

Table 4.2 Discriminant Validity

Constructs	AI-DP	SCT	SL	GBE
AI-Driven Personalization	–			
Supply Chain Transparency	0.71	–		
Sustainable Logistics	0.68	0.74	–	
Green Brand Equity	0.79	0.81	0.76	–

The outcome of the HTMT (Heterotrait monotrait ratio) shows that the issue of discriminant validity is successfully achieved in all the constructs of the model. In particular, the HTMT of AI-Driven Personalization versus Supply Chain Transparency (0.71),

Sustainable Logistics (0.68), and Green Brand Equity (0.79) are significantly lower than the conservative value of 0.85, so the constructs are empirically different. On the same note, the correlation between Supply Chain Transparency and Sustainable Logistics (0.74) and Green Brand Equity (0.81) also lie within acceptable boundaries, and the HTMT value between Sustainable Logistics and Green Brand Equity (0.76) also validates sufficient differentiation. As all the HTMT values are less than the recommended cutoff, the findings are good evidence that each construct is representing a distinct conceptual domain, thus, the measurement model is valid concerning the discriminant validity, and the data used on the subsequent structural analysis.

4.3 Collinearity Statistics (VIF)

Table 4.3 Collinearity Statistics

Predictor → Outcome	VIF
AI-Driven Personalization → GBE	2.15
Supply Chain Transparency → GBE	2.32
Sustainable Logistics → GBE	2.08

The results of the collinearity test show that the concept of multicollinearity should not be considered in the structural model as all Variance Inflation Factor (VIF) scores are significantly below the generally accepted value of 5 (and even more conservative value of 3.3). In particular, the VIF of AI-Driven Personalization (2.15), Supply Chain Transparency (2.32), and Sustainable Logistics (2.08) in the prediction of Green Brand Equity indicate a moderate correlation between the predictors but not to the point that would cause distortion in the estimation of path coefficients. These results indicate that every independent construct has a distinct contribution to the explanation of the differences in Green Brand Equity, thus stabilize, providing reliable and interpretable regression estimates in the context of PLS-SEM.

4.4 Model Fitness (PLS-SEM Quality Indices)

Table 4.4 Model Fitness

Model Fit Indicator	Value	Threshold	Interpretation
SRMR (Standardized RMSE)	0.061	< 0.08	Good Fit
NFI (Normed Fit Index)	0.91	> 0.90	Acceptable Fit
RMS_theta	0.109	< 0.12	Acceptable Fit
R ² (Green Brand Equity)	0.68	Moderate-High	Strong explanatory power
Q ² (Predictive Relevance)	0.41	> 0	High predictive relevance

The predictive and model fit evaluation shows that the structural model has a good and significant fit with the data. The SRMR of 0.061 is less than the recommended value of 0.08 and shows the good overall fit of the estimated correlations versus the observed correlations. On the same note, the Normed Fit Index (NFI) of 0.91 is above the minimum acceptable value of 0.90 thus a testament to the sufficiency of the model in relating the underlying relationships. The RMS theta of 0.109 is also less than the acceptable model fit of reflective constructs of 0.12. The explanatory power of the R² of 0.68 over the Green Brand Equity suggests that AI-Driven Personalization, Supply Chain Transparency and Sustainable Logistics can explain around 68% of the variance in the dependent variable, which is a high predictive value. Furthermore, the value of Q² is 0.41, which indicates that the predictive relevance is high, and the model has significant out-of-sample predictive validity and can be used to predict consumer perceptions of Green Brand Equity.

4.5 Structural Equation Model Results (Hypothesis Testing)

Table 4.5 Structural Equation Model Results

Hypothesis	Relationship	β (Beta)	T Value	P Value	Result
H1	AI-Driven Personalization → GBE	0.34	6.12	0.000	Supported
H2	Supply Chain Transparency → GBE	0.29	5.48	0.000	Supported
H3	Sustainable Logistics → GBE	0.26	4.97	0.000	Supported

The findings of the structural model show that all the theoretical hypotheses are significant and in the anticipated direction, which provides the validity of the theoretical framework proposed. The positive and significant effect of AI-Driven Personalization on Green Brand Equity (0.34, t = 6.12, p = 0.001) indicates that the effective way of enhancing the perception of consumers regarding the environmental commitment of a brand is through the personalized AI-driven interaction. A positive impact on the Green Brand Equity is also observed to be significantly positive by Supply Chain Transparency (= 0.29, t = 5.48, p < 0.001) meaning that the availability and clarity of information regarding sourcing and production processes makes consumers more trustful and their brands more credible. Similarly, there exists a high and favorable impact of Sustainable Logistics on the Green Brand Equity (= 0.26, t = 4.97, p = 0.001) indicating the influence of the eco-friendly and green distribution and transportation operations on the consumer attitude. Taken together, these results prove the idea that

technological personalization and operational sustainability are complementary components of Green Brand Equity, which confirmed the integrated model suggested in the research

5.0 Discussion

The findings of the study provide solid support on the multidimensional aspects of Green Brand Equity as they are complementary to each other within the frames of AI-Driven Personalization, Supply Chain Transparency, and Sustainable Logistics. The results suggest that the strongest impact of AI-based personalization on the Green Brand Equity is apparent and, that is why the importance of the usage of digital technologies to offer individualized sustainability experiences is justified that can be applicable to the individual consumer values. This is in accordance with the earlier research that has shown not only that personalized communication elevates the levels of engagement, but also contributes to the development of the perceptions of environmental authenticity, which makes the brands unique in the markets that have already grown more competitive and concerned with the sustainability issues. The high significance of Supply Chain Transparency also explains the high significance of credibility in creating consumer trust. By availing and confirmable information on the sourcing, production and distribution processes, companies reduce information asymmetry and enhance the perceived plausibility of their environmental claims. Similarly, Sustainable Logistics influences positively the Green Brand Equity that is raising consumer awareness of operational processes such as low-carbon transportation, energy-saving warehousing, and optimization of resources as an indicator of a brand assuming environmental responsibility.

All these findings lead to the fact that technological and operational strategies do not work separately, but the combination of the two is the secret of the creation of the good Green Brand Equity. The use of AI-enhanced personalization is a force that supports the influence of transparency and logistics since it conveys these programs in a manner that resonates with the preferences of consumers. By so doing, companies will be able to get past shallow green marketing or greenwashing to show real, facts-driven environmental leadership. The integrative perspective confirms the theoretical arguments by the signaling theory, stakeholder theory and the resource-based view, which, in combination, suggest that sound signals of sustainability, responsiveness of stakeholders and strategic resource exploitation are essential in the long-term brand value. In addition, rather high values of R² and predictive relevance indicate that the combination of the three drivers can be used to explain a considerable portion of the consumer perceptions, which justifies the high practicality of the combination of digital innovation and operational transparency.

Lastly, the study provides empirical evidence to the notion that AI-Driven Personalization, Supply Chain Transparency, and Sustainable Logistics are significant and complementary predictors of Green Brand Equity. By combining technological and

operational sustainability plans synthesis, the companies will be able to gain credibility, engagement, and seeming environmental responsibility, which will create brand value. The findings show that today the Green Brand Equity could no longer be created through the simple marketing rhetoric, but rather the outcome of real and verifiable actions that are attractive to the values and expectations of the consumers. Therefore, the implementation of AI technologies that can enable businesses to establish a sustainable brand differentiation and offer their clients a personalized experience, guaranteeing them a transparent supply chain management and implementing environmentally responsible logistics should be ranked as the priority of the companies that aim to maintain their business and become more attractive.

These insights give a number of recommendations. Managers also need to invest in AI solutions that can be capable of personalizing sustainability messages to the individual consumer, in order that green efforts may be relevant and resonate. The supply chains should be brought to be fully transparent and a digital reporting system and traceability system should be implemented to allow the consumers to independently verify claims. Sustainable logistics solutions, including route optimization, carbon-neutral shipping, and energy-efficient storage, should be implemented by firms, too, to make a real difference to the environmental impact. To the policymakers and ESG practitioners, the promotion of models that promote transparency of operations and the process of digitalization can further entrench the development of authentic Green Brand Equity in industries.

The theoretical and managerial implications of this study are both theoretical. Ideally, it expands on the literature by demonstrating how digitalization and sustainability interact to influence brand equity and this provides a holistic framework that can be applied in future studies both in emerging and developed markets. At the managerial level, it underlines the need of the holistic approach which will match the technological innovation with the operational integrity to ensure that the consumers are aware of the fact that the sustainability exists at the brand experience and the very processes of the firm. By adopting such strategic orientation, organizations can transform their surface level sustainability discourses to an authentic and consumer oriented environmental leadership and have a long-term competitive advantage and earn the confidence of more conscientious consumers.

Contributions

Muhammad Anns Zubair: Problem Identification, Literature search

Hiba Arshad: Methodology

Aamir Shahzad: Data Analysis

Conflict of Interests/Disclosures

The authors declared no potential conflicts of interest w.r.t this article's research, authorship, and/or publication.

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