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THE ROLE OF SEAFOOD RESTAURANTS IN PROMOTING SUSTAINABLE MARINE RESOURCE UTILIZATION : A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

The rising strain on fisheries, marine ecosystems, biodiversity and seafood supply chains has made the sustainable use of marine resources a major global problem. The role of seafood restaurants as downstream actors capable of influencing sustainable seafood procurement and consumption has received relatively little attention, despite the fact that sustainable fisheries and seafood production has been the subject of much research. The significance of seafood restaurants in encouraging sustainable marine resource utilisation is examined in this comprehensive literature review, which also highlights the main practices, procedures, difficulties, theoretical stances and research gaps in the body of current literature. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020) standards were used in conducting the review. Using predetermined search terms pertaining to seafood restaurants, sustainable seafood and marine resource utilisation, responsible sourcing, certification, traceability, consumer behaviour and sustainable restaurant practices, pertinent literature was methodically found thru major academic databases. Pre-established inclusion and exclusion criteria were used to screen the studies, which were then critically evaluated for methodological quality and synthesised using descriptive and thematic methodologies. Overall, the research identifies seafood restaurants as significant market intermediaries that have the capacity to link sustainable consumption with ethical seafood production and directly support the accomplishment of Sustainable Development Goal 14.

KEYWORDS: *Seafood Restaurants, Sustainable Seafood, Marine Resource Utilization, Sustainable Procurement, Seafood Sustainability Traceability and SDG 14*

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1. INTRODUCTION

According to the Food and Agriculture Organization, marine ecosystems are among the most important natural resources on Earth because they promote human well-being and global economic growth by supplying food, livelihoods, biodiversity conservation and ecosystem services(FAO, 2024). Concerns over overfishing, habitat degradation, unreported and unregulated (IUU) fishing, marine pollution and the detrimental effects of climate change on ocean ecosystems have made sustainable marine resource use a global priority(FAO, 2024). The United Nations established Sustainable Development Goal (SDG) 14: Life Below Water in recognition of these difficulties, with the goal of conserving and using oceans, seas and marine resources for sustainable development(Lee et al., 2016).

In addition to providing animal protein to billions of people and sustaining the livelihoods of millions working in fisheries and aquaculture, the seafood business is crucial to global food security, nutrition, employment and international trade. However, the strain on marine fish supplies has increased due to the rising demand for seafood worldwide, which is causing biodiversity to decline and endangering the long-term viability of marine ecosystems. There is an urgent need for responsible production and consumption practices throughout the seafood value chain, since about 37.7% of the world's fish stocks are exploited beyond biologically sustainable levels (FAO, 2024).

Sustainability initiatives have recently expanded to include downstream stakeholders including processors, retailers, wholesalers and food service businesses in addition to the fishing and aquaculture industries (Bush et al., 2013). Because they directly link fish suppliers with end customers and have a big impact on seafood consumption and purchase patterns, seafood restaurants have a special place among these stakeholders. Seafood restaurants can discourage the consumption of overfished or endangered marine species while promoting demand for ethically caught seafood through their procurement decisions, menu design, sourcing policies and customer communication (Roheim & Zhang, 2018). One of the best methods for advancing sustainable fisheries and marine conservation is ethical seafood sourcing. Restaurants are increasingly using certified fish items with ecolabels from organizations like the Aquaculture Stewardship Council (ASC) and the Marine Stewardship Council (MSC), which guarantee that seafood has been produced or harvested in accordance with accepted environmental standards (Burns et al., 2024). Through ecologically conscious business practices, seafood restaurants support sustainable marine resource utilization in addition to procurement. These include adopting eco-friendly packaging, cutting back on single-use plastics, increasing energy and water efficiency, decreasing seafood waste and putting circular economy ideas into practice to optimise resource efficiency across restaurant operations (Macarthur & Heading, 2019).

2. RESEARCH QUESTIONS

RQ1: What are the major research themes and trends in the literature concerning seafood restaurants and sustainable marine resource utilization?

RQ2: What organizational, supply-chain and technological mechanisms enable or constrain restaurants' adoption of sustainable seafood practices?

RQ3: What theoretical perspectives have been used to explain sustainable seafood consumption, restaurant procurement and seafood sustainability and how can these perspectives be integrated into a unified Framework?

RQ4: What are the major empirical and methodological gaps in the existing literature and what research priorities emerge for strengthening the role of seafood restaurants in sustainable marine resource utilization and SDG 14?

3. RESEARCH METHODOLOGY

The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020) standards were followed in the conduct of this systematic literature review (Page et al., 2021). PRISMA minimizes selection bias and improves the repeatability of review results by offering a clear and consistent methodology for discovering, filtering, assessing and synthesizing pertinent literature. By methodically reviewing published research from the fields of hospitality, fisheries, sustainability, environmental management and supply chain, the review sought to synthesise the body of information addressing the role of seafood restaurants in supporting sustainable marine resource utilization.

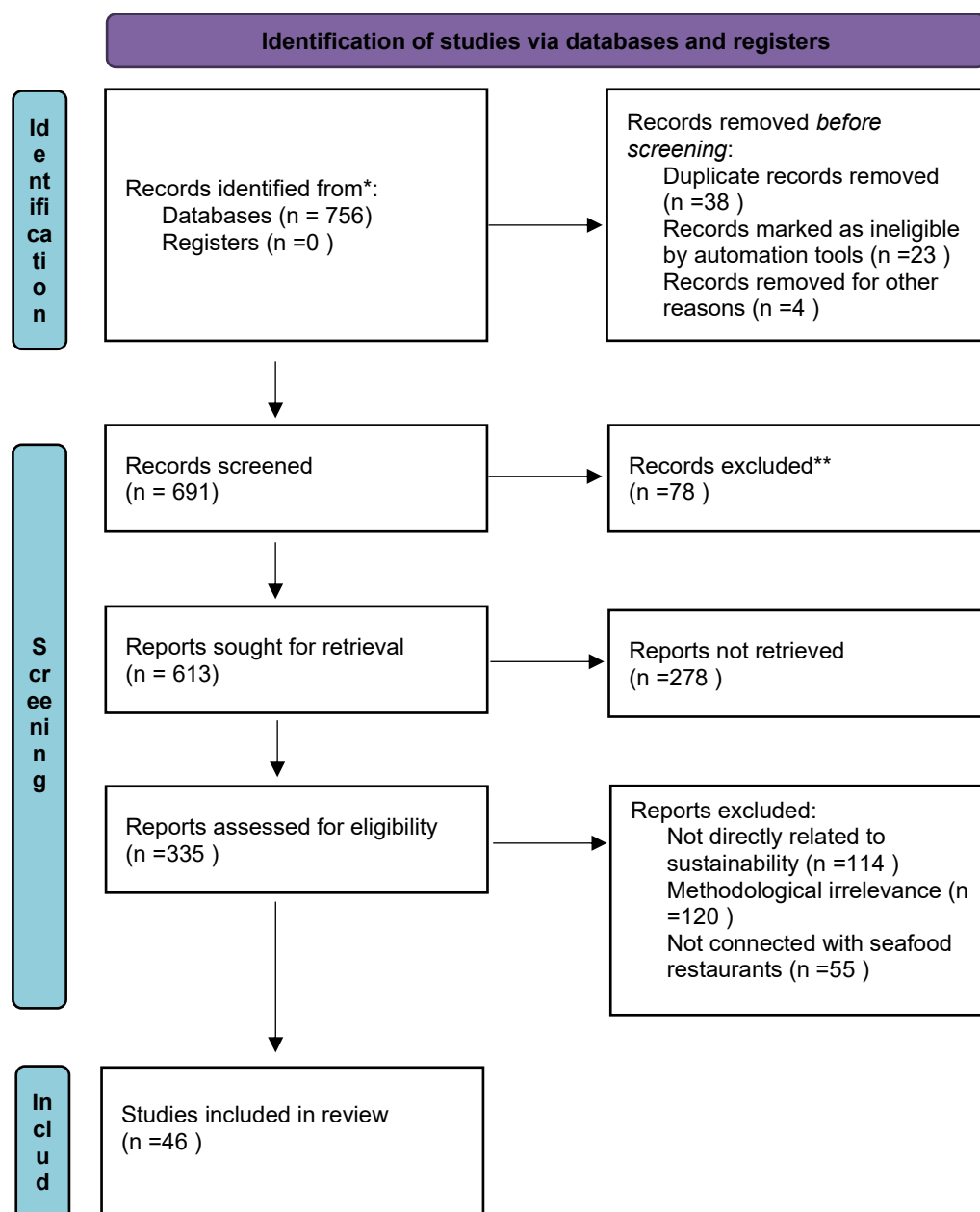
4. RESEARCH GAP IDENTIFICATION

No.	Research gap	Evidence-based interpretation	Supporting literature
1	Underrepresentation of seafood restaurants in marine sustainability research	A large share indicates that seafood sustainability research has focused on consumers, fisheries, aquaculture,	(Donlan, Sorice, Contreras-Drey, et al., 2022)

		processing, or supply chains rather than restaurants. Recent restaurant study has identified seafood restaurants as an underexplored venue.	
2	Limited empirical research linking restaurant procurement to marine conservation outcomes	A large proportion would suggest a misalignment between restaurant purchase decisions and measured marine resource outcomes. Existing research shows that restaurant procurement can impact seafood sourcing, but the link to conservation results has not been thoroughly investigated.	
3	Limited research on restaurant-level circular-economy practices	A large share would indicate that seafood circular-economy research is still focused on fisheries, processing and production byproducts rather than downstream restaurant operations.	(Cooney et., al 2023)
4	Limited integration of consumer behaviour and restaurant procurement	A large percentage would indicate that organisational purchasing and consumer demand are primarily researched as distinct phenomena, leaving the process by which customer choices are converted into restaurant purchase inadequately addressed.	(Fang et al., 2024)
5	Insufficient research on restaurant adoption of seafood certification	A large percentage would suggest that the organisational adoption process in restaurants has received less attention in certification studies than customers, fisheries, or seafood markets.	(Fang et al., 2024)
6	Limited evidence from developing and emerging seafood markets	A large percentage would support study in settings like India and other developing seafood markets and suggest that current findings have limited regional transferability.	
7	Limited longitudinal research	A large percentage would support study in settings like India and other developing seafood markets and suggest that current findings have limited regional transferability.	

Research gaps were identified through comparison of the frequency, geographical distribution, methodological approaches, theoretical perspectives and substantive focus of the included studies. Particular attention was given to:

- Underrepresentation of seafood restaurants in marine sustainability research.
- Limited empirical research linking restaurant procurement to marine conservation outcomes.
- Limited research on restaurant-level circular economy practices.
- Limited integration of consumer behaviour and restaurant procurement.
- Insufficient research on restaurant adoption of seafood certification.
- Limited evidence from developing and emerging seafood markets.
- Limited longitudinal research.



- Search Process

Figure 1: PRISMA 2020 Flow Diagram for the Systematic Literature Review

A comprehensive and systematic literature search was conducted across multiple international scientific databases to identify relevant peer-reviewed publications. The primary databases included Scopus, Web of Science and Google Scholar. These databases were selected because they provide extensive coverage of research in hospitality management, seafood studies, marine science, sustainability, environmental management and supply chain management.

- Search Strings

("Seafood restaurant" OR "Fish restaurant" OR "Seafood dining") (("seafood restaurant" OR "fish restaurant" OR "seafood dining" OR restaurant OR "food service") AND ("sustainable seafood" OR "responsible seafood" OR "seafood sustainability") AND ("marine resource*" OR "marine conservation" OR "marine biodiversity" OR "sustainable fisheries") AND ("sustainable procurement" OR "responsible sourcing" OR traceability OR "eco-label" OR certification OR "circular economy" OR "food waste"))

Because Sustainable Development Goal 14 and sustainable seafood systems are becoming increasingly important worldwide, the search was restricted to papers released between 2010 and 2026. Reference management software was used to eliminate duplicate records after the database search.

Abstracts and titles were separately vetted in accordance with the predetermined qualifying requirements. Articles that satisfied the inclusion requirements were evaluated in full. The four steps of the PRISMA 2020 framework—Identification, Screening, Eligibility and Inclusion—were adhered to throughout the whole research selection procedure.

- Inclusion and Exclusion Criteria

Explicit inclusion and exclusion criteria were established prior to the literature search to ensure consistency and transparency during study selection.

Inclusion Criteria

Peer-reviewed journal articles.

Articles published between 2010 and 2026.

Publications written in English.

Studies focusing on seafood restaurants, hospitality, seafood procurement, sustainable seafood consumption, marine resource utilization, seafood certification, seafood supply chains, or sustainable restaurant practices Empirical, conceptual, review and mixed-method studies relevant to the research objectives. Studies examining environmental, economic, social, or managerial dimensions of seafood sustainability.

Exclusion Criteria

- Conference proceedings.
- Editorials.
- Book reviews.
- Magazine articles.
- News reports.
- Non-English publications.
- Grey literature.
- Theses and dissertations.
- Studies unrelated to seafood restaurants or marine sustainability.
- Duplicate publications.
- Data Collection

A standardized data extraction form was developed to ensure consistency during the review process. The following information was extracted from each selected article:

- Author(s)
- Year of publication
- Country of study
- Research methodology
- Sample characteristics
- Key variables
- Theoretical framework
- Major findings
- Research limitations

Table 2: Evidence-extraction matrix of the studies applied

No	Author	Country	Method	Sample	Theory	Main variables	Major findings	Limitation
1.	(Wessells et al., 1999)	USA/European seafood context	Discrete choice/consumer preference analysis	Seafood consumers /households	Consumer preference theory; stated preference	Species, ecolabel, certifier, household characteristics, WTP	Consumers' seafood preferences are affected by ecolabel and product	Older study; consumer rather than restaurant focus; limited direct evidence

							attributes; certification can generate preference/value.	on restaurant procurement.
2	(Brécard et al., 2009)	Europe	Econometric consumer-demand analysis	European consumer	Environmental/green consumer demand	Environmental attitudes, ecolabel, seafood demand, socio-demographics	Demand for eco-labelled fish is influenced by consumer characteristics and environmental preferences.	European setting; consumer-level rather than restaurant-level evidence; limited supply-chain perspective.
3	(Bush, et al., 2013)	International/global MSC context	Conceptual/theoretical analysis	MSC certification system/literature	Sustainability certification/governance	Credibility, accessibility, continuous improvement, certification	MSC certification faces a tension between credibility, accessibility and continuous improvement—the “devil's triangle.”	Conceptual rather than restaurant-level empirical evidence.
4	(Bush et al., 2013)	Global Aquaculture	Perspective/commentary	Aquaculture certification systems	Certification/governance	Certification, sustainability, standards, accessibility, credibility	Certification can contribute to sustainability but must address credibility, accessibility and implementation challenges.	Broad aquaculture focus; not specifically restaurants or marine conservation outcomes.
5	(Macarthur & Heading, 2019)		Conceptual/report synthesis	Circular-economy evidence	Circular Economy	Resource efficiency, reuse, regeneration, waste, emissions	Circular-economy strategies can reduce resource use and environmental pressure through regenerative and restorative systems.	Not seafood-restaurant specific; largely conceptual/system-level evidence.
6	(Roheim & Zhang, 2018)	Global sustainable seafood market	Market/literature synthesis	Seafood market evidence	Sustainable consumption/market transformation	Certification, consumer demand, market development	Sustainable seafood markets evolved through interaction	Limited restaurant-level empirical evidence; market-level

						nt, sustainability	among consumer demand, certification and market institutions.	focus
7	(Roheim & Zhang, 2018)	Seafood market	Empirical econometric analysis	Seafood market/product observations	Certification and product differentiation	Sustainability certification, substitutability, price, product differentiation	Sustainability certification affects market positioning and product substitutability.	Product/market focus; does not directly examine restaurant procurement decisions.
8	(Costello et al., 2020)	Global	Scenario/model-based synthesis	Global fisheries and aquaculture evidence	Sustainable food systems	Seafood production, fisheries, aquaculture, food security, sustainability	Seafood can make an important contribution to future food systems, but expansion must be environmentally sustainable.	Global/system-level analysis; does not isolate restaurants as actors.
9	(Blomquist et al., 2020)	Sweden/Baltic Sea	Econometric/price-premium analysis	Baltic Sea cod market	Certification/consumer valuation	MSC certification, price premium, certification suspension	Eco-label certification can generate price premiums and removal/suspension of certification affects market valuation.	Focused on one fishery; market-level evidence rather than restaurant procurement.
10	(Cantillo et al., 2020)	International	Systematic literature review	Studies using discrete choice experiments	Consumer choice theory	Species, price, origin, certification, sustainability, consumer attributes	Consumer preferences for finfish are multidimensional and frequently depend on price, species and sustainability-related attributes.	Review aggregates heterogeneous studies; limited restaurant-specific evidence.
11	(Page et al., 2021)	International	Methodological systematic-review guideline	Systematic-review methodology	PRISMA 2020	Identification, screening, eligibility, inclusion, reporting	Provides standards for transparent reporting of systematic reviews and meta-	Methodological guideline rather than substantive seafood study.

							analyses.	
12	(Weiland et al., 2021)	Global	Conceptual/policy analysis	SDG/2030 Agenda literature	Sustainable Development Goals/transformational governance	SDGs, transformative change, governance, sustainability	SDGs require transformative institutional and governance changes rather than isolated interventions.	General SDG focus; no direct seafood-restaurant empirical assessment.
13	(Council, 2022)	Global	Standards/framework document	MSC fisheries certification system	Sustainability certification	Sustainable fishing, ecosystem impact, stock status, governance	MSC standards establish requirements for sustainable fisheries and traceability/certification.	Standard rather than independent empirical research; certification outcomes depend on implementation.
14	(Donlan, Sorice, Contreras-drey, et al., 2022)	Chile	Empirical restaurant study; choice-experiment approach	Restaurants/restaurant decision-makers	Sustainable seafood adoption/organizational decision-making	Restaurant context, seafood sourcing, sustainability, traceability, restaurateur preferences	Restaurant context and decision-maker characteristics influence support for sustainable seafood; restaurants can act as important market intermediaries.	Chile-specific; cross-sectional; limited longitudinal evidence; does not directly measure marine conservation outcomes.
15	(Lee et al., 2016)	Global	Policy/indicator analysis	SDG indicator framework	SDG framework	SDG indicators, implementation, monitoring, sustainability	Effective SDG implementation requires measurable indicators and monitoring mechanisms.	General SDG study; not seafood-specific and not restaurant-level.
16	(Mellett et al., 2023)	Ireland/Spain and international seafood value chains	Systematic/framework review	Seafood waste/value-chain literature	Circular Economy	Seafood waste, by-products, valorisation, resource recovery, circularity	Seafood by-products and waste can be transformed into feeds, food ingredients and value-added products; circular approaches	Strong value-chain perspective but emphasis is on processing rather than restaurant operations; limited restaurant-specific empirical

							can reduce resource pressure.	evidence.
17	(Chaudhary et al., 2024)	International	Systematic literature review	Food-traceability studies	Consumer trust/information processing	Traceability, transparency, consumer trust, information, technology	Traceability can improve transparency and consumer confidence, while technological and institutional barriers affect adoption.	Food-wide rather than seafood-restaurant-specific; limited direct evidence on restaurant procurement.
18	(Ceballos-Santos et al., 2025)	International/global seafood	Critical/review analysis	Seafood ecolabel literature	Certification/sustainability governance	Ecolabels, sustainability, certification, consumer information	Ecolabels can support sustainable seafood markets but face shortcomings related to credibility, interpretation, coverage and implementation.	Review-level evidence; limited restaurant-specific empirical testing.
19	(Fang et al., 2024)	China/US research context	Consumer choice experiment/economic analysis	Seafood-restaurant consumers	Consumer choice/WTP framework	Eco-labelled restaurant, seafood sustainability, WTP, consumer preferences	Consumers demonstrate preferences and willingness to pay for eco-labelled seafood restaurants, providing evidence that restaurant-level sustainability attributes can influence demand.	Consumer-side evidence; does not directly measure restaurant adoption/procurement behaviour or marine outcomes.
20	(Lokugamage et al., 2024)	International	Meta-analysis	Previous sustainable-seafood WTP studies	Consumer valuation/WTP	WTP, sustainability, ecolabels, consumer characteristics	Sustainable seafood attributes can command consumer willingness to pay, although WTP varies across contexts and product	Secondary evidence; heterogeneity among primary studies; limited restaurant-specific analysis.

							attributes.	
21	(Burns et al., 2024)	Global/MSC context	Stakeholder consultation/review	Stakeholders involved in MSC standard review	Stakeholder/governance theory	Stakeholder participation, certification, standards, credibility	Effective stakeholder consultation is important for legitimate and credible sustainability-standard development.	Focused on certification-standard governance rather than restaurant procurement or consumption.
22	(Hazırbulan & Çetinkaya, 2025)	Turkey/ASC aquaculture context	Assessment/comparative analysis	Rainbow trout aquaculture	Sustainability certification/environmental management	ASC certification, water quality, environmental management	Certification can be associated with environmental management requirements and improved attention to water-quality issues.	Aquaculture rather than restaurants; certification focus; limited consumer/restaurant evidence.
23	(Pascual Benito & 2025)	International	Systematic literature review	Restaurant sustainability literature	Sustainable restaurant practices	Energy, food waste, water, procurement, green practices	Restaurant sustainability is multidimensional, including resource efficiency, waste management, sustainable procurement and environmental practices.	Restaurant literature is fragmented; seafood-specific and marine-resource outcomes remain insufficiently developed.
24	(Turkson et al., 2025)	Global fish supply chains	Systematic literature review	27 studies, 2008–2024	Digital transformation/traceability	Blockchain, IoT, RFID, traceability, transparency, compliance, sustainability	Digital technologies can improve traceability, transparency, supply-chain communication, regulatory compliance, cold-chain management and sustainability.	Research remains fragmented; limited restaurant-level implementation and limited evidence connecting digital traceability to actual marine-resource outcomes.
25	(Xue-Lønmo et al., 2026)	Global	Systematic literature review	99 publications, six databases, 2018–2025	Blockchain adoption/stakeholder theory	Blockchain, traceability, trust, fraud prevention, sustainability	Blockchain may improve transparency, traceability, fraud prevention,	Research emphasis remains supply-chain/technology oriented;

						ty, stakeholder adoption	compliance and trust across production, distribution, market and governance stakeholders.	restaurant-level adoption and measurable marine conservation effects remain underdeveloped .
26	(Sajeev Joshy, 2026b)	Kerala, India	Household survey; TRANSREG regression	399 consumers , survey conducted in 2020	Consumer behaviour/demand analysis	Fish price, sensory perception, source, availability, safety, consumption frequency	Fish price was the strongest determinant; sensory perception, fish source, availability and perceived safety also significantly influenced consumption.	Household consumer focus rather than institutional restaurant buyers; does not examine restaurant procurement, supplier relationships or restaurant sustainability practices.
27	(FAO, 2024)	Global	Global statistical/report synthesis	Global fisheries and aquaculture data	Sustainable fisheries/food systems	Fisheries production, aquaculture , consumption, sustainability, food security	Seafood remains important to global food systems, livelihoods and nutrition, while sustainability challenges require improved management and responsible production.	Global aggregate data; insufficient restaurant-specific evidence and limited sub-national Kerala evidence.
28	(Johnstone, 2023)	OECD/international environmental governance	Policy/legal review	OECD/environmental governance evidence	Environmental governance/SDG governance	Environmental policy, governance , sustainable development	Effective environmental sustainability requires coordinated policy and institutional governance mechanisms.	General environmental-policy focus; no direct empirical evidence concerning seafood restaurants.
29		Italy	Hedonic pricing + random utility model	Retail seafood consumers ; canned tuna purchases	Consumer choice / revealed preference	CSR certification, environmental certification, social certification, price, income, age, WTP	Environmental and social CSR labels increased consumer preference; environmentally certified tuna commanded higher	Retail rather than restaurant context; canned tuna focus; does not examine restaurant procurement.

							prices. WTP increased with income and decreased with age.	
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5. METHODS AND DISCUSSIONS

Thematic synthesis and descriptive analysis were used to examine the chosen studies. Publication patterns, regional distribution, research methodology, journal outlets, commonly used theories and dominating research themes were all summarised using descriptive analysis. Thematic synthesis was carried out using Thomas and Harden's (2008) methodology. At first, each study's results were coded line by line. Following the grouping of similar codes into descriptive categories, higher-order analytical themes were included. Twelve main ideas surfaced from this iterative process:

- Sustainable marine resource utilization.
- Sustainable seafood procurement.
- Seafood certification and eco-labels.
- Consumer awareness and sustainable seafood consumption.
- Seafood restaurants as sustainability intermediaries.
- Traceability and supply chain transparency.
- Sustainable restaurant operations.
- Circular economy practices.
- Sustainable seafood supply chain collaboration.
- Consumer willingness to pay.
- Challenges to sustainable seafood restaurant practices.
- Future research directions.

Table 3 : Evidence- based Managerial Implications

Evidence/gap identified	Implication	Recommended action	Stakeholder	Expected outcome	Supporting source/citation
Customers are worried about the health and quality of fish and restaurant owners say they could be prepared to pay for sustainable seafood that has been tracked.	Through consumer communication and procurement, restaurants may affect the demand for sustainable seafood.	When choosing seafood for your cuisine, consider sustainability, freshness, quality and traceability.	Restaurant managers	Increased consumer confidence and a rise in the demand for seafood that is supplied ethically.	(Donlan, Sorice, Contreras-Drey, et al., 2022)
Seafood consumption is significantly influenced by price, but it is also influenced by quality, availability and safety.	Instead of concentrating just on environmental characteristics, sustainable seafood plans must take economic	Create menu pricing and sourcing methods that strike a balance between cost, sustainability and seafood quality.	Restaurant managers	Continuous demand for fish and increased commercial viability.	(Sajeev & Joshy, 2026a)

	accessibility into account.				
Customers may show their willingness to pay for sustainable seafood and eco-labeled restaurants by appreciating sustainability information.	Restaurants may be able to generate market value by sustainability features.	Prior to implementing sustainability premiums, assess consumer demand and properly convey genuine sustainability qualities.	Restaurant managers	Potential cost advantage and uniqueness of sustainable seafood products	(Fang et al., 2024)
Certification, provenance, safety and traceability information can affect customer preferences and premiums, according to data from seafood WTP research.	Instead of being only compliance tools, certification and traceability may serve as market signals.	Verified certification and traceability details should be included in purchase and communications with customers.	Restaurant managers & certification bodies	Greater information transparency and perhaps greater consumer WTP.	(Cantillo et al., 2020)
The realisation of anticipated price premiums in real markets is not always ensured by certification.	Restaurants and certification organisations shouldn't believe that accreditation inevitably results in increased demand or costs.	Track the real response from customers and explain the particular advantages that certification offers.	Certification bodies & restaurant managers	More accurate evaluation of the market worth of certification.	(Blomquist et al., 2020)
Supply chains for seafood may encounter issues with information exchange, fraud, traceability and transparency.	All along the seafood value chain, traceability needs to be improved.	Keep track of species, origin, supplier, movement and pertinent handling details and provide downstream purchasers with verified information.	Suppliers & restaurant managers	Increased trust, openness and authenticity of seafood.	(Xue-Lønmo et al., 2026)

6. THEOROTICAL APPLICATION

	Theme	Dominant Theories Adopted	Practical Implications	Major Findings	Representative Sources
1.	Sustainable Marine Resource Utilization	Sustainable Development Theory; Ecosystem-Based Management Theory; Triple Bottom Line (TBL)	Governments should improve the administration of fisheries; eateries should support sustainable seafood consumption and match their sourcing practices with SDG 14 aims.	To ensure the long-term availability of marine resources, sustainable marine resource utilization requires a balance of societal welfare, economic growth and ecological preservation. Achieving SDG 14 necessitates stakeholder collaboration, ecosystem-based fisheries management and Blue Economy strategies.	(Costello et al., 2020);(FAO, 2024); (Weiland et al., 2021);(Johnstone, 2023)
2.	Sustainable Seafood Procurement	Sustainable Supply Chain Management (SSCM); Stakeholder Theory; Resource-Based View (RBV)	Restaurants should prioritise certified suppliers, create sustainable procurement practices and form enduring relationships with ethical fishers.	The most significant way that seafood restaurants support sustainability is via responsible buying. Market incentives for sustainable fisheries are created by procurement choices involving certified seafood, local sourcing, seasonal species and supplier collaborations.	(Bush et al., 2013);(Roheim et al., 2018);(FAO, 2024);(Council, 2022)
3.	Seafood Certification and Eco-labels	Signaling Theory; Information Asymmetry Theory; Institutional Theory	Restaurants can encourage suppliers to earn sustainability certificates, educate customers about eco-labels and display certification emblems on menus.	Seafood traceability, customer confidence and ethical sourcing are all enhanced by certification programs like MSC and ASC. However, accessibility issues and certification fees continue to be obstacles for small-scale fishing.	(Roheim et al., 2018);(Council, 2022);(Hazırbulan & Çetinkaya, 2025); (Ceballos-Santos et al., 2025)
4.	Consumer Awareness and Sustainable Seafood Consumption	Theory of Planned Behavior (TPB); Consumer Behaviour Theory; Value-Belief-Norm (VBN) Theory	Restaurants should run awareness campaigns, train staff to convey sustainability messaging and include sustainability information on menus.	Purchasing sustainable seafood is greatly influenced by consumer understanding. The desire to pay for sustainable seafood is positively impacted by menu labelling, environmental education and sustainability communication.	(Wessells et al., 1999);(Brécard et al., 2009);(Fang et al., 2024b)
5.	5. Seafood Restaurants as Sustainability Intermediar	Stakeholder Theory; Service-Dominant Logic; Institutional	In order to support sustainable species, improve supplier cooperation and integrate sustainability into	By influencing menu selections, seafood demand and ethical purchasing, restaurants serve as a bridge between seafood farmers and customers. In addition to	(Bush et al., 2013); (Roheim et al., 2018);(Fang et al., 2024)

	ies	Theory	branding efforts, restaurant management should revamp their menus.	promoting biodiversity conservation, promoting underutilised species helps lessen fishing pressure on fragile populations.	
6,	Traceability and Supply Chain Transparen cy	Supply Chain Transparency Theory; Transaction Cost Theory; Dynamic Capabilities Theory	Restaurants should use digital traceability tools, confirm supplier details and increase procurement process transparency.	Seafood authenticity, food safety, transparency and customer trust are all enhanced by digital tracking systems. Blockchain, QR-code systems and digital documentation are examples of emerging technologies that support sustainable seafood procurement.	(Chaudhary et al., 2024)(Turkson et al., 2025);(FAO, 2024)
7.	Sustainable Restaurant Operations	Triple Bottom Line (TBL); Natural Resource-Based View (NRBV); Green Operations Theory	Restaurants should embrace sustainable packaging, cut back on single-use plastics, increase resource efficiency and put environmental management systems in place.	Food waste reduction, energy conservation, water efficiency, plastic reduction, eco-friendly packaging and environmentally conscious culinary procedures are all components of sustainable restaurant operations. These methods minimise their negative effects on the environment while lowering operating expenses.	(Macarthur & Heading, 2019);(FAO, 2024);(Pascual & Benito, 2025)
8.	Circular Economy in Seafood Restaurants	Circular Economy Theory; Industrial Ecology; Resource Recovery Theory	To limit landfill disposal and turn seafood waste into value-added goods, restaurants should work with the recycling and seafood processing businesses.	By producing fish oil, collagen, animal feed, fertilisers and bioactive substances, circular economy methods promote the value-adding of seafood waste. These methods minimise pollution in the environment while optimising resource efficiency.	(Macarthur & Heading, 2019); (FAO, 2024);(Pascual & Benito, 2025)
9.	Sustainable Seafood Supply Chain Collaborati on	Stakeholder Theory; Network Theory; Relational Exchange Theory	Restaurants should build enduring connections with their suppliers, take part in cooperative sustainability projects and improve information exchange across the fish supply chain.	Sustainable seafood systems require efficient cooperation between fishermen, processors, suppliers, certification organisations, governments, non-governmental organisations and dining establishments. Information sharing and strategic partnerships improve supply chain resilience and sustainability	(Bush, et al.' 2013);(FAO, 2024);(Chaudh ary et al., 2024)
10.	Consumer Willingness to Pay (WTP)	Theory of Planned Behavior; Signaling Theory; Perceived Value Theory	To support premium pricing and increase patronage, restaurants could use sustainability certifications and menu	Customers are becoming more inclined to spend more for certified seafood and eco-labeled dining establishments. Sustainability communication improves perceived quality, purchasing intention and trust.	(Brécard et al., 2009);(Fang et al., 2024a);(Lokug amage et al., 2024)

			communication as value propositions.		
11.	Challenges to Sustainable Seafood Restaurants	Institutional Theory; Contingency Theory; Diffusion of Innovation Theory	Restaurants should engage in staff training and supplier development initiatives and policymakers should offer financial incentives and certification assistance.	High procurement prices, erratic fish supply, restricted certified seafood availability, little consumer knowledge, lax regulatory backing and poor staff training are some of the main obstacles. Small and medium-sized eateries are particularly affected by these limitations.	(Ceballos-Santos et al., 2025);(FAO, 2024);(Pascual & Benito, 2025)
12.	12. Future Research Directions	Stakeholder Theory; Dynamic Capabilities Theory; Sustainability Transition Theory	Researchers should develop interdisciplinary models integrating procurement, restaurant operations, consumer behaviour, supply chain management and marine conservation to support evidence-based decision-making.	Existing studies remain fragmented across fisheries, hospitality, marketing and sustainability disciplines. Future research should examine digital traceability, artificial intelligence, blockchain-enabled procurement, circular business models, sustainability performance measurement and restaurant contributions toward SDG 14 using integrated theoretical frameworks.	(FAO, 2024);(Ceballos-Santos et al., 2025);(Pascual & Benito, 2025); (Fang et al., 2024a)

7. FUTURE RESEARCH DIRECTIONS

Priority	Demonstrated research gap	Future research question	Recommended methods	Expected contribution
1-Very High	There is no empirical data on how seafood restaurants support responsible use of marine resources and sustainable seafood consumption.	RQ1: How do seafood restaurants affect the ethical use of marine resources and sustainable seafood consumption?	Mixed methods; restaurant survey + interviews; SEM/regression	Identifies restaurants' institutional role in accomplishing SDG 14, especially the appropriate use of marine resources.
2-Very High	Insufficient knowledge of the variables influencing restaurants' acquisition of sustainable seafood	RQ2: What aspects affect eateries' choices to buy fish that is supplied sustainably?	Quantitative survey; multiple regression/PLS-SEM	Determines the factors that influence sustainable buying from an institutional, customer, supplier, quality and economic perspective.
3-High	Inadequate data about customer demand and	RQ3: Are customers of restaurants	Discrete choice experiment/contingent valuation + survey	Demonstrates the benefits of market-based incentives

	willingness to pay for certified or sustainable seafood in dining establishments	prepared to pay more for verified, traceable and responsibly produced seafood?		for sustainable seafood
4-High 5 -High	Limited evidence relating seafood traceability with restaurant purchase decisions and consumer trust Although digital technologies like blockchain are often suggested, there is still a lack of evidence about the real obstacles to their adoption in seafood supply chains.	RQ4: How does digital traceability effect restaurant procurement decisions and customer trust in seafood? RQ5: What organisational, technological and financial aspects influence seafood companies' use of blockchain and traceability?	SEM/PLS-SEM + experimental or scenario-based design TOE framework; survey + PLS-SEM; qualitative interviews	Explains if traceability may improve trust, openness and sustainable fish markets. Transitioning from conceptual advocacy to evidence-based adoption study in blockchain research

8. CONCLUSION

Due to their position between seafood producers and customers, seafood restaurants have the ability to impact supply-chain connections, consumer choices, sourcing methods and seafood demand, making them a significant but comparatively understudied player in sustainable marine resource utilisation. By implementing ethical supplier selection, traceability, certification, local sourcing, seasonal sourcing and long-term supplier relationships, restaurants may help the protection of marine resources thru sustainable seafood purchase, according to the literature. Eco-labeling and certification can lessen information asymmetry and boost customer trust in seafood that is supplied responsibly. Thru eco-labels, staff advice, sustainable menu design, environmental information and the promotion of seafood species that are better for the environment, restaurants may further influence customer behaviour. Food waste reduction, energy and water efficiency, plastic reduction and eco-friendly packaging are examples of sustainable restaurant operations that can lessen the environmental effects of food service operations. In addition to increasing resource efficiency, circular economy methods offer chances to turn marine waste and byproducts into valuable resources. However, research on fisheries, hospitality, marketing, consumer behaviour and environmental sustainability is still dispersed and seafood restaurants as direct contributors to marine conservation have received little empirical attention. Therefore, integrated models that look at sustainable procurement, supplier connections, traceability, consumer behaviour, circular economy practices and quantifiable marine conservation results should be developed in future study. Overall, by linking sustainable seafood production with sustainable consumption and promoting the long-term protection and responsible use of marine resources, seafood restaurants have a great deal of potential to assist Sustainable Development Goal 14.

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