



Sustainability Marketing and Consumer Behavior

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Deadline for manuscript
submissions:

15 March 2023

Message from the Guest Editors

This Special Issue on “Sustainability Marketing” will analyze the role of sustainability as a driver of marketing decisions. Thus, we will cover a wide set of topics within the field of marketing (see enclosed table of potential topics). Sustainability is currently dealt with in a large number of marketing journals, but usually only as a minor matter. Therefore, this Special Issue will supplement the existing literature by concentrating on the most relevant aspects of sustainability in marketing. Based on the decision theory, we will cover all marketing decisions in a chronological order to analyze how sustainability will change the way these decisions are being made. We shall start by analyzing the marketing context, look at marketing goals and strategies, look at the marketing mix, marketing control, and marketing organization. Finally, we will discuss the role of sustainability in special marketing areas and sectoral areas.





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Editor-in-Chief

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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. The journal publishes original research articles, reviews, conference proceedings (peer-reviewed full 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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