

Special Issue

Marketing Strategy: Challenges and Initiatives in the Emerging Green Marketing Environment

Message from the Guest Editors

The contribution of marketing for sustainability in translating the organizational objectives and plans into a viable sustainability marketing strategy reflects market place realities (strategy maps the 'how' of organizational planning). However, a dynamic market environment requires dynamic marketing strategies. What does a turbulent and disruptive sustainable market transformation mean in terms of strategy development and actions? Currently, there appear to be uncertainties and a lack of evidence-based clarity regarding the actions that can identify the experience on how to approach this new market environment. Mehdi Taghian
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Welcome to *Administrative Sciences*, the journal aims to advance and communicate knowledge concerning management theory and practice both in public administration and in profit organizations; it encourages submissions that build on interdisciplinary research in related fields, such as business, economics, political science, gender studies, psychology, sociology, physiology, communication theory or artificial intelligence and their implications on management, organizations and the society. Join us on a journey through the *Administrative Sciences*, where management merges with innovation.

Editor-in-Chief

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