

Special Issue

Sustainable Horticultural Plant Production Business: The Role of Economics, Marketing, Innovation, and Financial Management

Message from the Guest Editors

Sustainable horticultural plant production requires the integration of environmental sustainability, economic effectiveness, marketing strategies, innovation, and sound financial management. The sector is adapting to emerging challenges such as climate change, environmental degradation, resource limitations, and evolving consumer expectations for quality, safety, and sustainability. New approaches are reshaping production models through precision agriculture, advanced cultivation systems, product diversification, and market-driven innovation, all aimed at improving productivity while minimizing environmental impact.

The purpose of this Special Issue is to present innovative research, tools, and approaches that successfully address these challenges. Submissions on the economic optimization of production systems, innovative marketing strategies, the implementation of new technologies and cultivation practices, as well as financial planning and risk management are welcome. Our goal is to promote multidisciplinary solutions that will enhance horticultural plant production's sustainability and profitability, thus ensuring long-term competitiveness.

Guest Editors

Dr. Maria Tsiouni

Dr. Alexandra Pavloudi

Dr. Ilias Avdikos

Prof. Dr. Christian Fischer

Deadline for manuscript submissions

22 May 2026



Horticulturae

an Open Access Journal
by MDPI

Impact Factor 3.0
CiteScore 5.1



mdpi.com/si/257943

Horticulturae
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
horticulturae@mdpi.com

[mdpi.com/journal/
horticulturae](https://mdpi.com/journal/horticulturae)





Horticulturae

an Open Access Journal
by MDPI

Impact Factor 3.0
CiteScore 5.1



[mdpi.com/journal/
horticulturae](https://mdpi.com/journal/horticulturae)



About the Journal

Message from the Editor-in-Chief

Horticultural plants and their products provide sustenance, health, and beauty. A confluence of factors is putting increasing pressure on horticultural production to evolve, and innovative research is addressing these challenges. *Horticulturae* provides a venue to communicate research results in a rapid manner with open access, allowing everyone the opportunity to stay abreast of leading research addressing horticulture. I invite you to consider publishing the results of your research in this high quality, peer-reviewed journal.

Editor-in-Chief

Prof. Dr. Luigi De Bellis
Department of Biological and Environmental Sciences and
Technologies (DiSTeBA), Salento University, Lecce, Italy

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE (Web of Science), PubAg, AGRIS, FSTA, and other databases.

Journal Rank:

JCR - Q1 (Horticulture) / CiteScore - Q1 (Horticulture)