

Special Issue

Financial Aspects of Marketing Innovations and Sustainable Development

Message from the Guest Editors

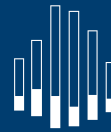
This Special Issue focuses on innovations in marketing and sustainable development that allow for the best financial performance to be reached. Marketing innovations are widely used to attract new customers, change a company's image, reorient business goals, and to create the market niches that lead to market success. This Special Issue is looking for research that can enrich the topic and prove the possibility of continuous innovations in sustainable development, together with the achievement of financial strength. Theoretical and empirical articles on sustainable marketing innovations, reaching financial goals thanks to sustainable and responsible business practices, and ways of assessing marketing innovations are warmly welcomed. Submissions for the Special Issue should be made through the following link:
https://www.mdpi.com/journal/jrfm/special_issues/RKZLSI53U2

Guest Editors

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Deadline for manuscript submissions

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Researchers are most welcome to contribute original research articles or comprehensive review papers for consideration and publication in *Journal of Risk and Financial Management (JRFM)*, an on-line, open access journal. *JRFM* adheres to rigorous peer-review as well as editorial processes, and publishes high quality manuscripts that address theoretical, practical and empirical issues in analysing real life financial data. The goal of *JRFM* is to enable rapid dissemination of high impact research to the scientific community.

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