

Special Issue

Sustainability, Marketing and Communication

Message from the Guest Editors

The scope of this Special Issue is to approach sustainable development from a marketing and communication multidimensional, but also trans- and interdisciplinary perspective. Topics of interest for publication in this Special Issue include, but are not limited to, the following:

- corporate practice of sustainable development on emerging versus developed markets;
- crowdfunding, communication and sustainable marketing;
- CSR-communication;
- CSR-Policy;
- eco-friendly transport within supply chains;
- enhancing sustainable patronage;
- ethical issues;
- intercultural sustainability;
- sustainability and social media;
- sustainability in supply chain;
- sustainability practices of national versus international companies;
- sustainability reporting and audit;
- sustainability, marketing, and communication in a pandemic;
- sustainable consumer behavior;
- sustainable entrepreneurship and communication;
- the future of marketing and/or communication sustainability: a holistic approach;

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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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