Sustainable Customer Relationship Management

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Deadline for manuscript submissions:
closed (26 March 2023)

Message from the Guest Editors

Dear Colleagues,

This Special Issue will analyze the holistic integration of economic, environmental, and social sustainability issues, and the core areas of CRM, i.e., marketing, sales, and services.

Potential topics include but are not limited to the following:

- Systematic literature review on SCRM
- Solutions for SCRM problems
- Frameworks and methodologies for SCRM
- Effects of SCRM systems on companies
- SCRM strategies
- SCRM innovation
- SCRM marketing
- SCRM sales
- SCRM services
- SCRM technology and software
- Case studies
- Future Advancements

Special Issue

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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. *Sustainability* publishes original research articles, review 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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