



Sustainability Marketing: the Use of Sustainability Messages, Labels, and Reports in the Marketing Communication

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submissions:

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Message from the Guest Editor

Dear Colleagues,

This Special Issue will comprise a selection of papers addressing sustainability in marketing. It will focus on the use of sustainability messages, sustainability labels, and sustainability reports in the marketing communication of companies. The scope of this Special Issue is related to the research questions listed below. They concern the frequency, effectiveness, abuse, optimization, and perception of marketing communications appealing to sustainability. This Special Issue aims to advance our understanding of various aspects of sustainability marketing, particularly the promotion of environmentally friendly and socially responsible products, practices, and brand values. It is situated in the marketing communication literature stream, with important insights from strategic marketing, brand management, and consumer behavior.





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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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