



Business and Management Aspects of Sustainability on Media and Creative Industries

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Message from the Guest Editors

While sustainability is key topic for all sectors, the media and creative industries face particular challenges regarding their future.

This Special Issue is designed to spotlight contemporary research from business and management perspectives on how these companies are dealing with the present. Papers answering the following questions, or similar themes, are welcome:

What are the relationships between sustainability and audience engagement?

What role does culture and creativity play in the business strategies of the creative industries and media companies?

What are the implications of technology and innovation in the sustainable development of media companies?

Is the increase in new startups and SMEs that offer communication and marketing services for companies sustainable?

Are the current communication and marketing strategies sustainable within a VUCA scenario and the post-COVID-19 era?

How should sustainable development of the creative industries be carried out?

How can we improve sustainability communication in media companies and creative industries?

What is the influence of creative industries in the development of sustainable businesses?



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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. The journal publishes original research articles, reviews, conference proceedings (peer-reviewed full 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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