



Service Marketing Sustainability

Guest Editors:

Dr. Kunio Shirahada

Graduate School of Knowledge
Science, Japan Advanced
Institute of Science and
Technology, Nomi 923-1211,
Japan

Dr. Bach Q. Ho

Industrial Engineering and
Economics, Tokyo Institute of
Technology, Tokyo 152-8550,
Japan

Dr. Daisuke Sugiyama

NCI SYSTEMS Integration, Inc.,
Tokyo 105-6417, Japan

Message from the Guest Editors

Although the study of sustainability from the perspective of service marketing is becoming more and more important for humanity, there is still not enough research on it. The aim of this Special Issue is to open up a new horizon of human value-oriented service research as “service marketing sustainability”, taking into account natural capital, human capital, social capital, and economic capital as the objects of sustainability.

Deadline for manuscript
submissions:

closed (31 December 2022)





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

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.

Author Benefits

Open Access: free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

High Visibility: indexed within [Scopus](#), [SCIE](#) and [SSCI \(Web of Science\)](#), [GEOBASE](#), [GeoRef](#), [Inspec](#), [RePEc](#), [CAPus](#) / [SciFinder](#), and [other databases](#).

Journal Rank: JCR - Q2 (Environmental Studies) / CiteScore - Q1 (Geography, Planning and Development)

Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
X@Sus_MDPI