



## **Sustainable Human Resource Management and Marketing Studies in the Service Industry**

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### **Message from the Guest Editors**

Sustainability is considered as an important factor affecting the success of management and marketing activities in the service industry. This Special Issue aims to bring together state-of-the art research on sustainable HR management and marketing to examine the further avenues for scholars and industry practitioners in the service industry.

We particularly welcome investigations focusing on the service industry that include (though not exclusively) the following issues:

Crises, sustainability, and management in the service industry;

HR management and sustainability;

Green leadership and HR management;

Sustainable HR and employee innovation;

Sustainable HR and employee job outcomes;

Measuring HR effectiveness;

The importance of HR functions on employee attitudes and behaviors;

Socially responsible HR practices;

Leadership and HR management in academia;

Contemporary leadership approaches.

# **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. 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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