



Social Marketing Approaches to the Wicked Problem of Sustainability

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Message from the Guest Editors

This special issue seeks to explore how social marketing can be used at the micro, meso, and/or macro levels to transform and drive change towards sustainable business and consumption practices. As such, articles focusing on any or all levels of change are sought that aim at transforming consumers, business practices, policy, or other systemic levers through social marketing interventions. Innovative approaches to achieving the UNSDGs, evaluating previous interventions, or methodologies for intervention creation are welcomed. Submissions based on environmental as well as social aspects of sustainability are equally welcome. Both practical implications for social marketers and policy are sought as well as theoretical contributions. This may be in the form of qualitative, quantitative, or conceptual pieces of writing.

Deadline for manuscript
submissions:

closed (31 January 2022)





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Message from the Editor-in-Chief

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