



Sustainable Marketing and Civic Engagement: Business Campaigns for Social Justice

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Deadline for manuscript submissions:

1 August 2021

Message from the Guest Editors

This exacerbation of social injustice has resulted in calls for not only climate and economic justice, but also racial justice and for further civic engagement from organisations to move from environmental and social governance to environmental and social justice. This focus on social sustainability has the potential to enhance positive organisational impact on both employees and the wider community.

The diversity of business-led social sustainability is reflected in *Sustainability*, and in this call for papers; however, the thread that should bind them is the exploration of how organisations tackle societal issues or behave socially irresponsibly, further exacerbating social injustice. Example topics may include, but are not limited to:

- Organisations' use of and/or campaigning for civil rights and social justice as a means to differentiate themselves in their sustainability practices and marketing;
- Organisational use of cause-related, public issue, and political marketing campaigns;





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Message from the Editor-in-Chief

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