

## Special Issue

# Sustainable Strategy Management and Business Development

### Message from the Guest Editors

The primary function of strategic management is to establish objectives and implement guidelines that enhance the competitiveness of an organization and generate value for every stakeholder involved. In order to maintain appeal to consumers, employees, and investors, it is imperative that sustainability is prioritized. Combining sustainable development and strategic management is a novel approach for many businesses, and some managers may require convincing that sustainability merits such weight in decision-making. In this Special Issue, original research articles and reviews are welcome. Research areas may include (but not limited to) the following: sustainable management, marketing and consumer behaviour in business, tourism, corporate finance, capital structure in business, Branding and corporate communication fostering sustainability, government regulations and macro marketing strategies fostering sustainable development and sustainable financing. We welcome submissions on any topic related to the aforementioned thematic sections. Your ideas are always important.

### Guest Editors

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### Deadline for manuscript submissions

closed (11 May 2024)



## Sustainability

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## About the Journal

### 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.

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### Editor-in-Chief

Prof. Dr. Marc A. Rosen

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