

Special Issue

Corporate Marketing Management in the Context of Sustainability

Message from the Guest Editors

In recent years, sustainability has emerged as a critical approach for corporations that seek to improve their brand reputation, promote consumer confidence and ensure a competitive advantage in a market increasingly characterized by environmental awareness. Corporate marketing management strategies can integrate the sustainability principles of a multitude of ways that not only align commercial practices with ethical standards and environmental concerns, but also resonate with a growing demographic group of consumers that prioritize sustainability in their purchase behavior. The integration of the sustainability principles has become essential in the identity configuration of the corporate brand. Companies can effectively use marketing management strategies designed to communicate their commitment to sustainability through the brand promoted by narration. This Special Issue will highlight recent research on the conceptual and methodological development of corporate marketing management in the context of sustainable development goals and sustainability.

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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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