

Special Issue

CSR, Green Innovation and Creation of Shared Value: Transforming Business Strategy to Achieve Durable Sustainability Impact

Message from the Guest Editors

There has been a significant transformation in theorizing regarding corporate social responsibility (CSR) in general and environmental and social sustainability issues. The renewed conceptualizations have centred on the need to align economic objectives with social and environmental ones to improve simultaneously societal benefits and the competitive advantage and profit for businesses. However, in many cases, fall short of these inspirational ideas but scratch the surface of sustainability without really appreciating the depth of our era's ecological and social challenges continue unabated. In this Special Issue, Research areas may include (but are not limited to) the following content. Given the nature of the sustainability challenges of our day, interdisciplinary studies will be particularly welcome.

- Creating shared value strategies for sustainable development in different sectors;
- Social and green innovation practices;
- New sustainable approaches to value distribution;
- CSR strategies;
- New trends in value measurement for sustainability.

We look forward to receiving your contributions.

Guest Editors

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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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