

## Special Issue

# Brand Management and Innovation Management in the Age of Sustainable Development

### Message from the Guest Editors

The theme of the Special Issue "Brand Management and Innovation Management in the Age of Sustainable Development" covers any relevant and promising issues related to the designated areas of management and business. The levels at which brand management and innovation management can be considered include not only technology, products, services and the organizational process, but also society, the natural environment, culture, public administration etc. Various issues and aspects of brand management and innovation management can also be considered: the relationship with the financial performance of companies, issues of personnel support for the innovation process, management risks, strategies, implementation culture, etc.

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### Guest Editors

Prof. Dr. Zhanna Mingaleva  
Dr. Natalia Vukovic  
Prof. Dr. Lazar Stošić

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### Deadline for manuscript submissions

closed (30 November 2022)



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## 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. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full 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. Steve W. Lyon

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