

Special Issue

Business Sustainability, Marketing and Innovation Management Strategies for Small and Medium-Sized Enterprises

Message from the Guest Editors

This Special Issue aims to bring together the latest research on sustainable business and marketing practices in SMEs. There are several areas of research that merit further research in the domain. For instance, what does sustainability mean to SMEs? How do SMEs implement sustainability in their business practice? What are the barriers and facilitators of implementing sustainability in business activity and marketing communications? What are the management and marketing challenges facing SMEs? How do SMEs market themselves as sustainable businesses? What are the marketing and innovation management strategies adopted by SMEs to practice sustainability? In this Special Issue, we aim to encapsulate timely and original perspectives to the body of knowledge on SMEs, on the intersections of marketing, business management and sustainability. We welcome original research articles and reviews that explore topics relevant to sustainability development, sustainable marketing, sustainable business management, and sustainable innovation management through the lens of SMEs.

Guest Editors

Dr. Fenfang Lin

Dr. Philip Alford

Prof. Dr. Jaywant Singh

Deadline for manuscript submissions

closed (31 October 2023)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/142351

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



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.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)