

## 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.

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### Guest Editors

Dr. Fenfang Lin  
Dr. Philip Alford  
Prof. Dr. Jaywant Singh

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### Deadline for manuscript submissions

closed (31 October 2023)



Sustainability

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CiteScore 7.7



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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. 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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