

Special Issue

Green Business Based on Environmental Sustainability

Message from the Guest Editors

The worldwide environmental crises, such as global warming, serious environmental pollution, and depletion of natural resources, have raised societal concern regarding the negative externality of firms' business activities. Considering the increasing environmental orientation of stakeholders, more and more firms are adopting green business strategies to realize sustainable growth. How can firms benefit from adopting a green business strategy? What should firms pay attention to in each part of the functional areas? Furthermore, we know relatively little about the antecedents, outcomes, and contexts of green business strategies. Researchers can integrate various perspectives, such as green business strategy, institutional theory, innovation theory, and resource-based view, to help understand related research topics. Papers may address, but are not limited to, the following topics: (1) Insights in green business strategy (2) Insights in environmental sustainability (3) Economic consequences of green business (4) Antecedents of green business on different perspectives (5) The measurement of green business

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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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