

Special Issue

Marketing of Innovation, Science and Technological Change

Message from the Guest Editor

Technological development and a dynamic business environment cause changes in businesses. These changes are observed at the internal and external level, and this leads to the need for scientifically new business process management, innovative business models as well as the necessity to meet customer's requirements and provide innovative solutions and technologically new products that require new approaches in marketing. New approaches are necessary for the identification of customer demand change as well as the discovery of technological solutions to satisfy these demands.

The studies that will be published in this Special Issue are expected to address the challenges of marketing in the context of innovations and the development in science and technologies, proposing new scientific insights, classifications, evaluation methodologies and decision making, process changing, or business models.

Specifically, studies of marketing of innovative technologies, social innovations; technologies for circular economic; corporate social entrepreneurship studies; technological solutions for marketing of innovation; research on acceptance and implementation models of augmented reality, etc.

Guest Editor

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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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