

Special Issue

Sustainability Marketing: the Use of Sustainability Messages, Labels, and Reports in the Marketing Communication

Message from the Guest Editor

This Special Issue will comprise a selection of papers addressing sustainability in marketing. It will focus on the use of sustainability messages, sustainability labels, and sustainability reports in the marketing communication of companies. The scope of this Special Issue is related to the research questions listed below. They concern the frequency, effectiveness, abuse, optimization, and perception of marketing communications appealing to sustainability. This Special Issue aims to advance our understanding of various aspects of sustainability marketing, particularly the promotion of environmentally friendly and socially responsible products, practices, and brand values. It is situated in the marketing communication literature stream, with important insights from strategic marketing, brand management, and consumer behavior.

Guest Editor

Prof. Dr. Paweł Bryła

Department of International Marketing and Retailing, Faculty of International and Political Studies, University of Lodz, Narutowicza 59a, 90-131 Lodz, Poland

Deadline for manuscript submissions

closed (26 March 2023)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/51580

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. 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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and Natural Resources, Ohio State University,
Columbus, OH 43210, USA

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, CAPlus / SciFinder, and other databases.

Journal Rank:

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