

## Special Issue

# Frontiers and Practices of Marketing, Innovation and Corporate Social Responsibility in Sustainable Business Management

### Message from the Guest Editors

Sustainable development is an overarching goal for firms to fulfil in order to maximize their values. This Special Issue aims to shed light on how firms may manage their business in a way that achieves the Sustainable Development Goals. To this end, we propose that firms should strive to improve their performance in innovation, marketing, and social responsibility. Specifically, innovation enables a firm to provide a variety of valuable, inimitable, and differentiated products or services, which will strengthen the firm's sustainable competitive advantage. Strong marketing and market-oriented innovation help a firm identify target customers, understand the potential market demand, and provide products or services that satisfy customers' needs. Furthermore, if a firm is socially responsible and actively engages in activities that increase social benefits and improve the welfare of various stakeholders (e.g., employees, customers, suppliers, debtholders, and the public), the firm is likely to attain the Sustainable Development Goals and maximize its value not only for itself, but also the economy and society more generally.

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### Deadline for manuscript submissions

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## Editor-in-Chief

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