

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.

Guest Editors

Dr. Guanming He

Durham University Business School, University of Durham, Durham
DH13LB, UK

Prof. Dr. Ji Karena Yan

Durham University Business School, University of Durham, Durham
DH13LB, UK

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Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

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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.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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