

## Special Issue

# Sustainable Business Practices and Global Innovation Management in Emerging Markets

### Message from the Guest Editor

This Special Issue invites scholarly contributions that explore the intersection of sustainability, innovation, and business strategy within emerging markets. As global challenges intensify, businesses in these regions are increasingly called upon to adopt sustainable practices while remaining competitive and innovative. The Issue aims to examine how firms navigate resource constraints, institutional voids, and socio-economic complexities to implement sustainable business models and foster innovation ecosystems. This Issue will contribute to the growing body of literature on sustainability by highlighting underrepresented perspectives from emerging markets. It complements *Sustainability*'s mission by advancing knowledge on how sustainable development goals (SDGs) are operationalized in diverse economic contexts. By bridging gaps in existing research, the Issue seeks to inform both academic discourse and practical strategies for sustainable innovation worldwide.

- sustainability
- business practices
- global innovation
- management
- emerging markets

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### Guest Editor

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### Deadline for manuscript submissions

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**Sustainability**

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## 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.

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### Editor-in-Chief

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