

## Special Issue

# Social Media Strategy in Sustainable Business

### Message from the Guest Editors

Business sustainability is an executive approach that takes environmental and social problems as corporate objectives along with traditional profit objectives. It is meeting the needs of a firm's direct and indirect stakeholders (e.g. shareholders, employees, clients, pressure groups, communities, etc.) without compromising its ability to meet the needs of future stakeholders as well. In practice, a good number of firms voluntarily evaluate their own corporate sustainability and disclose the impact they make on the environment, society, and the economy. Other firms incorporate sustainability into their core business model to explore new business opportunities so as to create shared value together with various stakeholders. Nevertheless, the market outcome of sustainable business is not always positive, with some studies reporting discouraging consumer reaction due to behavioral attitudes, low priority of sustainability, and low trust from investors due to their concern regarding the authenticity and profitability of businesses' sustainable efforts.

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### Guest Editors

Dr. Gohar Khan

Dr. Pengji Wang

Dr. Jacob Wood

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### Deadline for manuscript submissions

closed (31 December 2020)



## Sustainability

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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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### Editor-in-Chief

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