

## Special Issue

# Sustainability of Sustainable Business Practices – Challenges and Innovations

### Message from the Guest Editors

This Special Issue aims to stimulate interdisciplinary research leading to thought-provoking works that have substantial relevance to sustainable business strategies and innovation supporting sustainable development. It invites conceptual/theoretical or empirical papers using qualitative, quantitative, or mixed methods from individuals and/or teams of researchers across academic fields around the world. The key themes of the Special Issue include (but are not limited to):

- Innovations for effective sustainable marketing strategies;
- Innovative business models to address climate change impact and environmental challenges;
- Branding and corporate communication fostering sustainability;
- Luxury branding and sustainability;
- Responsible consumption and non-material culture;
- Climate change, government regulations and macro marketing strategies fostering sustainable development;
- Environmental degradation, sustainable consumption, and corporate strategy;

---

### Guest Editors

Dr. Fazlul K. Rabbanee

Dr. Kamrul Hassan

Dr. Khan M. R. Taufique

Dr. GM Shafiullah

Dr. Ashraf Dewan

---

### Deadline for manuscript submissions

closed (30 June 2023)



Sustainability

---

an Open Access Journal  
by MDPI

---

Impact Factor 3.3  
CiteScore 7.7



[mdpi.com/si/117042](https://mdpi.com/si/117042)

*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto: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)