

Special Issue

Sustainability and Innovation: New Technologies Shaping the Marketplace

Message from the Guest Editors

Focus: This special issue will focus on how marketing expertise and new technologies can be strategically combined and effectively applied to the cause of promoting responsible consumption, preserving the environment, and fostering corporate social responsibility. **Scope:** This special issue is intended to capture some of the emerging innovations that can improve environmental and social performance and the impact that they are making for both firms and consumers. **Purpose:** This special issue seeks to explore the opportunity, development and application of new technologies to promote responsible consumption, environmental preservation, and corporate social responsibility. As firms respond to growing market demand for sustainable products and increased pressure to have a positive reputation for environmental performance and social responsibility, there are significant opportunities for innovation.

Guest Editors

Dr. Meredith E. David

Hankamer School of Business, Baylor University, One Bear Place
#98007, Waco, Texas 76798, United States

Dr. Kealy Carter

Department of Marketing, Darla Moore School of Business, University of
South Carolina, Columbia, USA

Deadline for manuscript submissions

closed (30 June 2021)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/55630

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
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. *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

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, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)