

Special Issue

Sustainability Marketing: Customer Satisfaction and Brand Equity

Message from the Guest Editors

This Special Issue in Sustainability seeks to disseminate the latest findings in, and implications of, all areas specifically related to customer satisfaction and brand equity. Sustainability marketing brings to the forefront novel conceptual and empirical approaches with substantial managerial implications for pervasive customer satisfaction and brand equity regardless of the economic sectors, industries, and businesses and countries in which they are deployed.

In this Special Issue, original research articles that focus on challenging and debatable issues in the field are welcome. Research areas may include (but are not limited to) the following:

- Sustainable marketing;
- Customer satisfaction;
- Brand equity;
- B2B, B2C, and C2C relationships;
- Branding of organic foods;
- Green purchase behaviour;
- Social network environments;
- e-commerce and non-e-commerce;
- Cross-cultural marketing strategy;
- Brand management of multinational enterprises;
- Digitalization and customer value co-creation.

We look forward to receiving your contributions.

Guest Editors

Prof. Dr. Jaime Ortiz

Dr. Fei Li

Prof. Dr. Wenhai Chih

Prof. Dr. Haibo Wang

Deadline for manuscript submissions

closed (30 October 2023)



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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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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