

Special Issue

Sustainability and Customer Relationship Management

Message from the Guest Editors

The purpose of this Special Issue is to provide the latest and most innovative contributions concerning sustainability and CRM solutions with the objective of enhancing customer–firm relationships, providing improved sustainable CRM capabilities. Topics of interest include (but are not limited to): - Ecological and social issues when establishing and maintaining long-term profitable customer relations; - Improving efficient and effective operational CRM processes via sustainability; - Antecedents and consequences of sustainability-oriented CRM; - Corporate sustainability issues aimed at attracting and retaining sustainability-conscious customers; - Ethical CRM and sustainability: privacy, security and identification; - Impact of sustainability on the CRM sales function;

Guest Editors

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Dr. Cheng-Hao Steve Chen
Dr. Meng-Shan Sharon Wu

Deadline for manuscript submissions

closed (28 February 2022)



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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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