

Special Issue

Firm Survival and Sustainable Management

Message from the Guest Editors

The digital transformation and the COVID-19 pandemic have significantly altered the global economy, deeply impacting the business environment. Firm survival, a crucial goal for most companies, has become increasingly challenging as business environments and paradigms shift rapidly. According to McKinsey, the average lifespan of companies listed on the S&P 500 was 61 years in 1958, dropping to under 18 years by 2016. Alarmingly, McKinsey predicted that 75% of the 2016 S&P 500 companies would not survive by 2027. This has intensified the interest of academics, practitioners, and stakeholders in understanding theories, concepts, and practices related to firm survival and sustainable management. Firm survival and sustainable management are not fleeting trends but essential management goals. Studying these issues is critical for both current and future business. This Special Issue invites case studies and high-quality research that presents conceptual models, theories, methodologies, empirical results, and applications on various aspects of firm survival and sustainable management.

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Deadline for manuscript submissions

5 February 2026



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/216535

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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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