

Special Issue

Sustainable Development of Agricultural Marketing

Message from the Guest Editor

Marketing is an important factor that can affect the sustainable practices of agriculture. With regards to the production of agricultural products, falling prices, market saturation, and global competition for the agricultural products are crucial problems and have drawn considerable attention and become a global point of interest. Sustainable marketing refers to the concept of marketing that will serve the purpose of benefiting from scarce resources by harmonizing traditional marketing mix components with the environment, providing a healthy and prosperous lifestyle for humanity today. In addition to giving importance to social and environmental issues, adopting a sustainable marketing approach that aims to make profits for agricultural producers and meet the quality and safe food demand of the world and its own society is vital. Therefore, in this book, the development process of sustainable marketing has been explained and the relationship between marketing and sustainable agriculture has been revealed. Moreover, it is mainly intended to examine and discuss the initiatives implemented in the field of sustainable agricultural marketing in the world.

Guest Editor

Dr. Bimal Kumar Ghimire

Department of Crop Science, College of Sanghuh Life Science, Konkuk University, Seoul 05029, Korea

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Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

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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. 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

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