

## Special Issue

# Customer Loyalty and Sustainable Marketing

### Message from the Guest Editor

Customer loyalty is one of the main goals of any company. However, there is little scientific evidence on the impact of sustainability on customer loyalty. In addition, little research has been done on the effect of economic and social dimensions on customer loyalty. It is therefore necessary to shed light on all these issues. Different sectors need to know the impact that sustainability has on the perceptions of their customers. Studies focused on tourism, agri-food, industry, banking, education, B2B, and third sector will be highly appreciated. Topics of interest for submission include, but are not limited to: corporate social responsibility (CSR), brand loyalty, B2C, B2B, loyalty programs, experimental design, neurosciences, big data, survey, third sector, engagement, attachment, satisfaction, trust, perceived value, Sustainable Development Goals, employee loyalty, stakeholder loyalty, emergent and developed economies, and offshoring.

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### Guest Editor

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### Deadline for manuscript submissions

closed (30 June 2021)



## Sustainability

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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.

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### Editor-in-Chief

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