

Special Issue

Sustainable Customer Relations

Message from the Guest Editors

The three pillars of any sustainable development are environmental, social and economic. In sales and marketing, it is important to attract and retain the most valuable customers. Successful organizations flourish for several reasons. However, the biggest reason for their success is the customer.

Most people and businesses want to live and make decisions to satisfy their present economic and social needs. Maintaining sustainable customer retention should be balanced with not compromising the environment. Most organizations recognize customer experience as a major competitive differentiator, and customer service plays a key role in defining that experience. Any perceptive business executive understands that, to retain customers, it pays to nurture customer relationships. A well-designed system can maintain positive relationships with customers, meeting their economical needs and, at the same time, the suitability of consumption as their social responsibility. This Special Issue addresses the issues related to customer relations, related to the three pillars of sustainability (environmental, social and economic).

Guest Editors

Dr. Massoud Moslehpour

Prof. Dr. Maxwell K. Hsu

Dr. Ka Yin Chau

Deadline for manuscript submissions

closed (31 December 2021)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/75667

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

[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



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. *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.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)