

Special Issue

Green Consumption and Sustainable Marketing

Message from the Guest Editors

Recently, there has been much discussion about sustainable development. Societies recognize the importance of environmental quality and the social benefits of economic prosperity. Accordingly, more companies are adopting green practices to reach ever-increasing environmentally aware consumers. We encourage scholars to provide a synthesis and critical assessment of green consumption and sustainable marketing literature. In addition, this Special Issue solicits research studies with actionable advice for either for-profit or non-profit organizations that seek to thrive in a sharing economy. We welcome qualitative (including case studies) and quantitative work that advances our understanding of how businesses are creating positive change by satisfying and creating new demand for sustainable products/services.

Guest Editors

Prof. Dr. Dennis Kopf

Prof. Dr. Maxwell K. Hsu

Prof. Dr. Kuei-Feng Chang

Deadline for manuscript submissions

closed (15 January 2021)



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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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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

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