

## Special Issue

# Marketing Innovation and Consumer Values in Sustainable Business Strategy

### Message from the Guest Editor

This Special Issue aims to expand the horizon of sustainable management through a deeper understanding of how newly emerging consumers' values affect a company's sustainable management, or vice versa, how socially embedded marketing innovations or sustainable business strategies affect consumers' values, which dictate their purchase motives or intentions. In this Special Issue, original research articles and reviews are welcome. Research areas may include, but are not limited to, the following:

- Consumer values and sustainable strategies;
- Consumer values and marketing innovation;
- Consumer values and corporate citizenship;
- Consumer values and corporate social responsibility;
- Consumer values and sustainable consumption;
- Marketing innovation and value co-creation;
- Development of a new scale of consumer values that affect sustainable consumption.

I look forward to receiving your contributions.

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### Guest Editor

Prof. Dr. Sungjoon Yoon

Department of Business Administration, Kyonggi University, Suwon 16227, Korea

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### Deadline for manuscript submissions

closed (31 March 2023)



## Sustainability

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## 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. 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

Prof. Dr. Steve W. Lyon

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