

Special Issue

Market Orientation, Strategic Marketing and Sustainable Innovation

Message from the Guest Editors

A black swan in the form of the COVID-19 pandemic has come upon us and traditional social behaviour has radically changed in its wake. Managerial theory faces the need to reflect changes to individual value scales in managerial practice. While there are some areas where this need is not so urgent and the shift in trends is rather slow, there are other areas where the shift in trends has been rapid and radical. Marketing management and marketing innovations are the areas where the black swan effect is the most obvious. However, reflecting actual flexibility trends in managerial patterns is not the only aspect that has changed. Another—even more important—aspect lies in the stable character of this phenomenon. This is because we are not only dealing with the current reality of the pandemic, but we are also looking to the post-pandemic situation that is likely to involve turbulent markets and managerial realities. Therefore, we are organizing this Special Issue, which aims to discuss the challenges of contemporary sustainable marketing management in light of the multidisciplinary nature and contemporary challenges related to this concept.

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Editor-in-Chief

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