

## Special Issue

# Sustainable Retailing and Marketing

### Message from the Guest Editor

This Special Issue call invites researchers to submit studies that deal with marketing strategies and tactics of firms that encourage sustainable consumer behaviour. We are interested in research investigating marketing interventions that trigger long-term behavioural changes towards more sustainability. We especially welcome articles that provide insights into habit formation in the context of sustainable consumption. The objective for this Special Issue is to publish papers that investigate retailer strategies and tactics that aim for more sustainability. Marketing interventions are often integrated in specific APPs or retailer APPs. We are also interested in studies that investigate how firms can build and maintain a sustainable brand image. How should grocery retailers react to trending demands for sustainable foods? How can retailers support their customers in avoiding food waste? We encourage researchers as well as industrial professionals from all over the world to present their current insights in this Special Issue entitled “Sustainable Retailing and Marketing”.

### Guest Editor

Prof. Dr. Martin Natter

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### Deadline for manuscript submissions

closed (30 September 2022)



## 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. *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.

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### Editor-in-Chief

Prof. Dr. Marc A. Rosen

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