Special Issue

Service Marketing Sustainability

Message from the Guest Editors

Although the study of sustainability from the perspective of service marketing is becoming more and more important for humanity, there is still not enough research on it. The aim of this Special Issue is to open up a new horizon of human value-oriented service research as "service marketing sustainability", taking into account natural capital, human capital, social capital, and economic capital as the objects of sustainability.

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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. 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.

Editor-in-Chief

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