

Special Issue

Social Marketing Approaches to the Wicked Problem of Sustainability

Message from the Guest Editors

This special issue seeks to explore how social marketing can be used at the micro, meso, and/or macro levels to transform and drive change towards sustainable business and consumption practices. As such, articles focusing on any or all levels of change are sought that aim at transforming consumers, business practices, policy, or other systemic levers through social marketing interventions. Innovative approaches to achieving the UNSDGs, evaluating previous interventions, or methodologies for intervention creation are welcomed. Submissions based on environmental as well as social aspects of sustainability are equally welcome. Both practical implications for social marketers and policy are sought as well as theoretical contributions. This may be in the form of qualitative, quantitative, or conceptual pieces of writing.

Guest Editors

Dr. Ann-Marie Kennedy

Prof. Dr. Colin Michael Hall

Dr. Christine Domegan

Deadline for manuscript submissions

closed (31 January 2022)



Sustainability

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Impact Factor 3.3
CiteScore 7.7



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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

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