

## 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.

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### Guest Editors

Dr. Ann-Marie Kennedy  
Prof. Dr. Colin Michael Hall  
Dr. Christine Domegan

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### Deadline for manuscript submissions

closed (31 January 2022)



## Sustainability

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*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

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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

School of Environment and Natural Resources, Ohio State University,  
Columbus, OH 43210, USA

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