

Special Issue

Sustainability in Marketing

Message from the Guest Editors

The most recent report of the Science Advisory Group to the UN Secretary-General's Climate Action Summit highlights the urgent need for the development of concrete actions that halt global warming and the worst effects of climate change. In short, we must accelerate the use of non-carbon energy sources and reduce the global share of fossil fuels in our energy mix. The Special Issue aims to explore how for- and not-for-profit organisations are pursuing this role, including the challenges and organisational changes needed to do so, the results, and how this broader sense of value is being measured.

This Special Issue welcomes papers addressing relationships between marketing and sustainability along the entire value/harm chain, and encompassing value networks. Besides, we welcome qualitative, quantitative, and mixed-methodology studies, especially those that draw on novel theories, or build on relevant theory, including case study approaches.

Interdisciplinary papers are also welcome, especially from social, economic, and environmental psychology, the natural sciences, management, economics, etc., as they relate to marketing.

Guest Editors

Dr. Alan Pomering
Assoc. Prof. Gary Noble
Dr. Elias Kyriazis

Deadline for manuscript submissions

closed (31 March 2020)



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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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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