

Special Issue

Managing Sustainable Brands in the Digital Age: Creating Engagement

Message from the Guest Editors

For this Special Issue, we invite the submission of articles that elaborate on digital possibilities to engage stakeholders (e.g., consumers, employees, associated brands) in the brand management process of sustainable brands. We wish to foster discussion on the development of socially, economically, and environmentally sustainable brands as well as those that stimulate their stakeholders to engage in more sustainable choices through the development of meaningful encounters. We encourage contributions that address issues related (but not limited) to the following areas:

- Branding in a circular economy;
- Development of consistency throughout all brand touchpoints and for all stakeholders considering sustainability as a strategic viewpoint;
- Development of an interactive, individualized, yet communal brand experience throughout all brand touchpoints for all stakeholders
- The implications of digitalization on the marketing funnel in the context of sustainable brands;
- Estimation of dynamic and forward-looking brand equity systems, including sustainability parameters;

Guest Editors

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Deadline for manuscript submissions

closed (22 May 2023)



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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.

Editor-in-Chief

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