

Special Issue

Sustainable Food Marketing and Supply Chain Organization

Message from the Guest Editors

Marketing strategies may impact the sustainability of the agro-food industry in many ways. This Special Issue welcomes papers contributing to a better understanding of the relationship between marketing strategies and sustainability within the food supply chain, considering all the sustainability dimensions and all the actors of the food chain. A primary goal of the issue is to show that food marketing policies may affect the sustainability of the agro-food industry not only through their effects on consumers' behaviors, but also through their effects in terms of supply chain management and organizational structure.

We expect theoretical and empirical contributions as well as general reviews. Multi/interdisciplinary approaches will be particularly appreciated. Marketing science is within the wider research field of economics and management and makes large use of other disciplines such as industrial organization, statistics and social psychology. Moreover, the four dimensions of sustainability (environmental, social, economic, and political) require different research fields in order to be investigated.

Guest Editors

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Deadline for manuscript submissions

closed (31 January 2023)



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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.

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