Special Issue

Sustainable Marketing and Strategy

Message from the Guest Editors

Sustainable Marketing and Strategy is the theme of this Special Issue of Sustainability (MDPI). In the literature, we have seen growing evidence of how sustainability efforts are increasingly bringing significant benefits to enterprises. That the sustainability theme may be seen simply as a marketing tactic has also been debated. Surely it does make strategic and marketing sense to be nice to the community, above what is required by law. Doing so, in sincere and planned efforts, will reap better returns in the age of the informed consumer. Greenwashing must be avoided at all costs, as firms will be punished for not being authentic in their social responsibility efforts. We are thus eager to receive your manuscripts along these and other topics, as the debate on climate change and about the United Nations Sustainable Development Goals in general, have had the attention of the general public for some time now.

Guest Editors

Dr. Manuel Au-Yong-Oliveira

1. Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, 3810-193 Aveiro, Portugal 2. GOVCOPP, 3810-193 Aveiro, Portugal

Dr. Maria José Sousa

Department of Political Science and Public Policies, Business Research Unit, Instituto Universitário de Lisboa (Iscte), 1649-026 Lisboa, Portugal

Deadline for manuscript submissions

closed (31 August 2021)



Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



mdpi.com/si/49957

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

mdpi.com/journal/ sustainability





Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



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

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

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPlus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1 (Geography, Planning and Development)

