

Special Issue

Effective Marketing Communication and Changes in Consumer Behavior Reflecting Sustainable Marketing Practices

Message from the Guest Editor

The aim of the Special Issue is to explore recent advancements in sustainable marketing. We are interested in papers that explore how firms implement sustainable marketing practices, and how they communicate them to consumers. Furthermore, we are also looking for papers that explore the how customers respond to firms' sustainable marketing practices and messages. Apart from market forces, the implementation of sustainable marketing practices is governed by regulatory framework. Therefore, we welcome papers that explore the role of regulatory guidelines in shaping sustainable marketing practices. Suggest themes. a) How are firms implementing their marketing messages to inform customers about their sustainable efforts? b) How do customers respond to the firm's sustainable marketing messages? c) What is the role of the regulatory framework in supporting sustainable marketing? d) What are the cross-country differences in firms' sustainable marketing practices and customers' responses to them. I look forward to receiving your contributions.

Guest Editor

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Deadline for manuscript submissions

closed (31 July 2025)



Sustainability

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Impact Factor 3.3
CiteScore 7.7



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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.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

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