



Green Marketing

Guest Editor:

Dr. Dan-Cristian Dabija

Department of Marketing, Faculty
of Economics and Business
Administration, Babeş-Bolyai
University, 400084 Cluj-Napoca,
Romania

Deadline for manuscript
submissions:

closed (1 January 2021)

Message from the Guest Editor

Dear Colleagues,

The objective of this Special Issue is to capture the latest advances regarding the use of green marketing by modern organizations. Topics of interest for publication in this Special Issue include, but are not limited to, the following:

Eco-innovation and competitiveness;
Ethical values and the green choice;
Green awareness and R&D orientation of global players;
Green branding in international organizations;
Green consumerism of socially responsible consumer generations;
Green entrepreneurship and sustainable markets;
Green information that leads to green strategies in organizations;
Green innovation and positioning;
Green marketing as a key factor for sustainable organizations;
Green marketing strategies of international organizations;
Green retailing;
Is green marketing ideologically or organizationally driven in different countries?
Shift of mentality towards green marketing: a challenge for consumer generations;
Green marketing in academia: consequences for teaching and research;
The dark side of green marketing: case studies, practices and consequences of greenwashing.

Dr. Dan-Cristian Dabija
Guest Editor

Special Issue





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Willy Susilo

School of Computer Science and
Software Engineering, University
of Wollongong, Northfields
Avenue, Wollongong, NSW 2522,
Australia

Message from the Editor-in-Chief

The concept of *Information* is to disseminate scientific results achieved via experiments and theoretical results in depth. It is very important to enable researchers and practitioners to learn new technology and findings that enable development in the applied field.

Information is an online open access journal of information science and technology, data, knowledge and communication. It publishes reviews, regular research papers and short communications. We invite high quality work, and our review and publication processing is very efficient.

Author Benefits

Open Access: free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

High Visibility: indexed within [Scopus](#), [ESCI \(Web of Science\)](#), [Ei Compendex](#), [dblp](#), and [other databases](#).

Journal Rank: CiteScore - Q2 (*Information Systems*)

Contact Us

Information Editorial Office
MDPI, St. Alban-Anlage 66
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/information
information@mdpi.com
[X@InformationMDPI](#)