



Sustainability of Sustainable Business Practices – Challenges and Innovations

Guest Editors:

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Message from the Guest Editors

This Special Issue aims to stimulate interdisciplinary research leading to thought-provoking works that have substantial relevance to sustainable business strategies and innovation supporting sustainable development. It invites conceptual/theoretical or empirical papers using qualitative, quantitative, or mixed methods from individuals and/or teams of researchers across academic fields around the world. The key themes of the Special Issue include (but are not limited to):

Deadline for manuscript
submissions:

closed (30 June 2023)

- Innovations for effective sustainable marketing strategies;
- Innovative business models to address climate change impact and environmental challenges;
- Branding and corporate communication fostering sustainability;
- Luxury branding and sustainability;
- Responsible consumption and non-material culture;
- Climate change, government regulations and macro marketing strategies fostering sustainable development;
- Environmental degradation, sustainable consumption, and corporate strategy;





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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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