



Sustainability as an Inevitable Paradigm of Business and Social Relations

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Message from the Guest Editors

In today's world, the role of sustainability as a paradigm of business and social relations is unquestionable. Building a sustainability-oriented society requires complex actions in different areas, taking into consideration a variety of perspectives: economic, behavioural, financial, environmental, educational, technological, etc. Different aspects of sustainability should be addressed.

In today's world, technology proliferation plays the core role in driving the transition to sustainable development. The only way to succeed is by combining the efforts, perspectives and stances of various players whose understanding, awareness and actions can result in slowing down the pace of destruction to the environment and provide for the development of societies without compromising their future.

Therefore, the aim of this Special Issue is to bring together multidisciplinary studies, thus contributing to the development of new policies, technologies, products, strategies and approaches that can lead to the achievement of the Sustainable Development Goals (SDGs).





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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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