



Sustainable Marketing in a Pandemic

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Message from the Guest Editor

Dear Colleagues,

The pandemic had a profound impact on consumer behavior, creating the need to make adjustments to marketing theory and practice. Whether it comes to changes in consumer preferences, increased “insourcing” in a form of homeschooling, meal preparation, increased demand for in-home entertainment, being forced to find substitutes for favorite products and services, or dealing with inflation, all of these changes forced marketers to re-examine their value propositions.

The pandemic also had consequences for social sustainability, and the emerging literature is starting to address the connection between marketplace actors and social inequity during the pandemic, including widening racial inequality. At the same time, the pandemic coincided with the racial equity awakening in the US and the movement to reduce the racial economic gaps. We saw the emergence of consumer movements away from big businesses and toward supporting local, especially BIPOC-owned, enterprises.

In this Special Issue, we welcome cross-disciplinary scholarly contributions in all of these areas and other areas relevant to the theme of marketing in a pandemic.





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Message from the Editor-in-Chief

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