



How Retailers Could Contribute to Sustainable Development

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Deadline for manuscript
submissions:

closed (31 December 2018)

Message from the Guest Editors

Dear Colleagues,

The aim of this Special Issue is to show that, in the contemporary economy, retailers could significantly contribute to sustainable development. Such an approach, from the industry point-of-view, is taken as large multinational companies, operating in many countries and managing supply chains, are so powerful that they often indicate how goods should be manufactured, as well as are able to shape consumer preferences. Retailers could also promote sustainable consumption by offering sustainable products (also own brand) and information campaigns; sustainable production by responsible procurement policies; contribute to the careers of women (who make up the majority of sales forces in retail) and to make men and women more equal, and so on.

Prof. Dr. Grażyna Śmigielska
Guest Editor

http://www.mdpi.com/journal/sustainability/special_issues/Retailers





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Journal Rank: JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (*Geography, Planning and Development*)

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