



Green Marketing

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Deadline for manuscript
submissions:

closed (1 January 2021)

Message from the Guest Editor

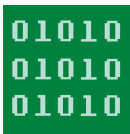
Dear Colleagues,

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





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