



## Sustainability in Social Marketing and Management

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Deadline for manuscript submissions:

**closed (15 May 2021)**

### Message from the Guest Editors

Dear Colleagues,

Sustainability has become a buzzword in recent decades, comprising social, environmental, and economic dimensions. Many companies claim to be committed to sustainability principles. However, evidence shows that the incorporation of sustainability principles into firms' business strategies and operations has been slow, and there is much to be done. Evidence also shows that nonprofit organizations have performed better not only at incorporating sustainable principles in their activities, but also at contributing with social marketing campaigns that promote sustainability principle adoption by individuals, society, and businesses.

More details at:

[https://www.mdpi.com/journal/sustainability/special\\_issues/Social\\_Marketing\\_Management](https://www.mdpi.com/journal/sustainability/special_issues/Social_Marketing_Management)





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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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