



Sustainability Marketing and Consumer Behavior

Guest Editors:

Prof. Dr. Christoph Burmann

Markstones Institute of
Marketing, Branding &
Technology, Universität Bremen,
28359 Bremen, Germany

Prof. Dr. Manfred Kirchgeorg

HHL Leipzig Graduate School of
Management, 04109 Leipzig,
Germany

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Message from the Guest Editors

This Special Issue on “Sustainability Marketing” will analyze the role of sustainability as a driver of marketing decisions. Thus, we will cover a wide set of topics within the field of marketing (see enclosed table of potential topics). Sustainability is currently dealt with in a large number of marketing journals, but usually only as a minor matter. Therefore, this Special Issue will supplement the existing literature by concentrating on the most relevant aspects of sustainability in marketing. Based on the decision theory, we will cover all marketing decisions in a chronological order to analyze how sustainability will change the way these decisions are being made. We shall start by analyzing the marketing context, look at marketing goals and strategies, look at the marketing mix, marketing control, and marketing organization. Finally, we will discuss the role of sustainability in special marketing areas and sectoral areas.





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Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

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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Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

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