



Sustainable Marketing Management

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Deadline for manuscript
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Message from the Guest Editors

Over the last few decades, much interest and effort has been put in supporting a sustainable economic development both from an industrial and an academic point of view. In fact, since the sustainable development was defined as that which “meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987), many companies have started putting much effort in modifying their businesses in order to meet this requirement. At the same time, a copious body of research has been done on exploring how pursuing sustainability can be done in practice and its main effects on companies, business, and society as a whole (Hunt, 2011).

With this Special Issue, we aim at improving our understanding of sustainable marketing management from a broad perspective and its effects on businesses and society as a whole. Hence, we encourage the submission of theoretical, conceptual, and empirical works that provide new insights to open the black box of how sustainable marketing management is reshaping traditional industries and markets across multiple aspects.





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Message from the Editor-in-Chief

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