



Competitive Sustainability: The Intersection of Sustainability and Business Success

Guest Editor:

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Message from the Guest Editor

Dear Colleagues,

A great deal of sustainability research has focused on changes in business practices and the environmental benefits these sustainable changes would yield. Relatively few studies, however, pay attention to the profitability, or lack thereof, of these potential changes. Some of the literature even suggests that the ideal approach would be for businesses to forgo profits while becoming sustainable. Businesses need profits to survive, however. The goal of this Special Issue is to explore how sustainability can be pursued profitably, because profitable sustainability will be enacted far faster than sustainability that is unprofitable or for which no business case has been made.

Papers accepted for this Special Issue will offer new insights into such topics as:

- How the existing conclusions of sustainability research can be rapidly enacted through demonstrated profitability;
- How management theory and empirical work can support the profitable pursuit of sustainability;
- Policy approaches that make sustainability more profitable.





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Editor-in-Chief

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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. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full 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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