



Cooperatives and Sustainable Marketing Strategies

Guest Editors:

Dr. Nikos Kalogeras

Prof. Dr. Joost M. E. Pennings

1. Marketing & Consumer Behaviour Group, Business Science Section—Department of Social Sciences, Wageningen University & Research, Wageningen, The Netherlands
2. Department of Marketing & SCM, Department of Finance, School of Business & Economics, Maastricht University, Maastricht, The Netherlands

Deadline for manuscript submissions:

closed (30 June 2022)

Message from the Guest Editors

Dear Colleagues,

Cooperatives have been labelled as a unique business form that has been “sustained” for more than 2000 years. Cooperatives enable market participants (e.g., producers, consumers, intermediaries, investors) to realize their needs, aspirations, and expectations as well as to have access to goods/services without exploitation. This vision has led cooperatives’ mission and principles over the centuries to converge with several goals as stated by the SDGs of the UN.

This Special Issue sheds light on key aspects of the sustainable marketing ecosystem of cooperative businesses. It aims to present scholarly contributions that revolve around the empirical study of sustainable make-up of cooperatives’ products/services, pricing, risk management, branding and packing, and sustainability-related topics in the value chains and promotion mix-methods. The insights gained will improve our understanding regarding cooperatives’ behaviors from a sustainable marketing point of view.





an Open Access Journal by MDPI

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.

Author Benefits

Open Access: free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility: indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, AGRIS, RePEc, CAPlus / SciFinder, and other databases.

Journal Rank: JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (Geography, Planning and Development)

Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
X@Sus_MDPI