



Customer Loyalty and Sustainable Marketing

Guest Editor:

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Deadline for manuscript
submissions:

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Message from the Guest Editor

Dear Colleagues,

Customer loyalty is one of the main goals of any company. However, there is little scientific evidence on the impact of sustainability on customer loyalty. In addition, little research has been done on the effect of economic and social dimensions on customer loyalty. It is therefore necessary to shed light on all these issues. Different sectors need to know the impact that sustainability has on the perceptions of their customers. Studies focused on tourism, agri-food, industry, banking, education, B2B, and third sector will be highly appreciated.

Topics of interest for submission include, but are not limited to: corporate social responsibility (CSR), brand loyalty, B2C, B2B, loyalty programs, experimental design, neurosciences, big data, survey, third sector, engagement, attachment, satisfaction, trust, perceived value, Sustainable Development Goals, employee loyalty, stakeholder loyalty, emergent and developed economies, and offshoring.





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Message from the Editor-in-Chief

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