



## Sustainable Development through Frugal Innovation—A Challenge or an Opportunity?

Guest Editors:

**Dr. Eglantina Hysa**

**Prof. Dr. Félix Puime Guillén**

**Dr. Alba Kruja**

**Prof. Dr. Mirela Panait**

**Prof. Dr. Ahsan Akbar**

Deadline for manuscript  
submissions:

**closed (15 January 2023)**

### Message from the Guest Editors

Dear Colleagues,

In a resource-constrained ecosystem, not only emerging but also developed markets face an uphill of challenge to innovate. Frugal innovation refers to the process of economizing the usage of scarce resources by reducing product costs, which results in not only building technologically advanced solutions, but also enabling solution integration for emerging markets. These solutions have proven to be effective, socially valuable, economical, profitable, and in some cases, their business models have disrupted the existing markets. Albert (2019) in his study associates frugal innovation specifically with ecological and social sustainability, recommending the use of the term “ecologically sustainable frugal innovation” for frugal innovation with a positive connection to ecological sustainability. Meanwhile, Von Janda et al. (2020) further extend the concept by defining frugal innovation as a four-dimensional put-up of cost of consumption, sustainability, simplicity, and basic quality.

More details at:

[https://www.mdpi.com/journal/sustainability/special\\_issues/frugal\\_innovation](https://www.mdpi.com/journal/sustainability/special_issues/frugal_innovation)





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School of Environment and  
Natural Resources, Ohio State  
University, Columbus, OH 43210,  
USA

## Message from the Editor-in-Chief

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*Sustainability* Editorial Office  
MDPI, Grosspeteranlage 5  
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