



Business and Management Aspects of Sustainability on Media and Creative Industries

Guest Editors:

Prof. Dr. Charo Sadaba

Marketing and Media
Management Department,
School of Communication,
University of Navarra, Pamplona,
31080, Spain

Prof. Dr. Mónica Herrero

Marketing and Media
Management Department,
School of Communication,
University of Navarra, Pamplona,
31080, Spain

Prof. Dr. Patricia SanMiguel

ISEM Fashion Business School,
University of Navarra, Madrid,
28027, Spain

Deadline for manuscript
submissions:

closed (31 August 2021)



Message from the Guest Editors

While sustainability is key topic for all sectors, the media and creative industries face particular challenges regarding their future.

This Special Issue is designed to spotlight contemporary research from business and management perspectives on how these companies are dealing with the present. Papers answering the following questions, or similar themes, are welcome:

What are the relationships between sustainability and audience engagement?

What role does culture and creativity play in the business strategies of the creative industries and media companies?

What are the implications of technology and innovation in the sustainable development of media companies?

Is the increase in new startups and SMEs that offer communication and marketing services for companies sustainable?

Are the current communication and marketing strategies sustainable within a VUCA scenario and the post-COVID-19 era?

How should sustainable development of the creative industries be carried out?

How can we improve sustainability communication in media companies and creative industries?

What is the influence of creative industries in the development of sustainable businesses?



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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.

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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
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