



Sustainability-Oriented Relationship Marketing

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Deadline for manuscript
submissions:

closed (31 August 2022)

Message from the Guest Editors

Since stakeholder behavior is increasingly shaped by the values of sustainable development, the basic idea of sustainability-oriented relationship marketing is to integrate economic, ecological, and social issues into the design of the company's relationships with its external and internal stakeholders, with the aim of generating mutual and lasting benefits by initiating, stabilizing, intensifying, resuming, and if necessary ending relationships.

This Special Issue aims to address this research gap by collecting up-to-date, high-quality research articles that relate to the topics focusing on intrastakeholder determinants of sustainable behavior which can relate to a group of or individual stakeholders, the interstakeholder relationships and the institutional, cross-cultural, global framework and sustainability “mega-trends” relevant for stakeholders living and coexisting in a globalized marketplace.





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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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