



Sustainable Human Resource Management and Marketing Studies in the Service Industry

Guest Editors:

Prof. Dr. Huseyin Arasli

Faculty of Social Sciences,
Norwegian School of Hotel
Management, The University of
Stavanger, 4036 Stavanger,
Norway

Prof. Dr. Trude Furunes

Faculty of Social Sciences,
Norwegian School of Hotel
Management, University of
Stavanger, 4036 Stavanger,
Norway

Dr. Hasan Evrim Arici

EU Business School, European
University, 80339 Munich,
Germany

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Message from the Guest Editors

Sustainability is considered as an important factor affecting the success of management and marketing activities in the service industry. This Special Issue aims to bring together state-of-the art research on sustainable HR management and marketing to examine the further avenues for scholars and industry practitioners in the service industry.

We particularly welcome investigations focusing on the service industry that include (though not exclusively) the following issues:

Crises, sustainability, and management in the service industry;

HR management and sustainability;

Green leadership and HR management;

Sustainable HR and employee innovation;

Sustainable HR and employee job outcomes;

Measuring HR effectiveness;

The importance of HR functions on employee attitudes and behaviors;

Socially responsible HR practices;

Leadership and HR management in academia;

Contemporary leadership approaches.





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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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Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
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