



Sustainability in Innovation Performance and Business Performance

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Message from the Guest Editor

Economic, environmental and societal reasons are major drives for firms pursuing innovation, thus, sustainability orientation is considered by many authors to be a core capability and a major objective of pursuing innovation and business performance.

This Special Issue aims to contribute to a more holistic understanding of the role of sustainability in innovation performance and business performance. We view innovation broadly and welcome both theoretical contributions and empirical analysis (qualitative and quantitative) that integrate managerial approaches, not only to technological, organizational and market innovation, but also social, eco, green, and environmental innovation. Issues of individual, group and organisational crativity and performance are also welcomed. We are interested in a wide range of topics in sustainability, innovation and performance.





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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. *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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