



Effective Marketing Communication and Changes in Consumer Behavior Reflecting Sustainable Marketing Practices

Guest Editor:

Dr. Ashish Kumar

College of Business and Law,
RMIT University, Melbourne, VIC
3000, Australia

Deadline for manuscript
submissions:

30 November 2024

Message from the Guest Editor

Dear Colleagues,

The aim of the Special Issue is to explore recent advancements in sustainable marketing. We are interested in papers that explore how firms implement sustainable marketing practices, and how they communicate them to consumers. Furthermore, we are also looking for papers that explore the how customers respond to firms' sustainable marketing practices and messages. Apart from market forces, the implementation of sustainable marketing practices is governed by regulatory framework. Therefore, we welcome papers that explore the role of regulatory guidelines in shaping sustainable marketing practices.

Suggest themes.

- a) How are firms implementing their marketing messages to inform customers about their sustainable efforts?
- b) How do customers respond to the firm's sustainable marketing messages?
- c) What is the role of the regulatory framework in supporting sustainable marketing?
- d) What are the cross-country differences in firms' sustainable marketing practices and customers' responses to them.

I look forward to receiving your contributions.





an Open Access Journal by MDPI

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.

Author Benefits

Open Access: free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

High Visibility: indexed within [Scopus](#), [SCIE](#) and [SSCI \(Web of Science\)](#), [GEOBASE](#), [GeoRef](#), [Inspec](#), [AGRIS](#), [RePEc](#), [CAPlus / SciFinder](#), and [other databases](#).

Journal Rank: JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (*Geography, Planning and Development*)

Contact Us

Sustainability Editorial Office
MDPI, St. Alban-Anlage 66
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
[X@Sus_MDPI](#)