



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

Guest Editor:

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submissions:

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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.





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Editor-in-Chief

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Message from the Editor-in-Chief

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