

Special Issue

Public Diplomacy, Social Responsibility and Place Branding: A Glocal Perspective

Message from the Guest Editors

Facing the need to adapt public policies to the objectives of the Sustainable Development Goals (SDGs) adopted by the United Nations, this Special Issue aims to strengthen the communalities among these four research areas presented in the previous paragraph. Hence, submissions around the following themes are welcomed:

- Place branding in the context of multidisciplinary research in Social Sciences;
- Public diplomacy as a place branding technique, or vice versa?
- Place branding and/or public diplomacy as a strategy of soft power;
- Place branding at a grassroots level;
- The interactions between place branding and sustainable development;
- Place branding as a tool for place management and sustainable planning;
- Place branding and its relationship with strategic spatial planning;
- Place branding and public diplomacy for non-state actors;
- Place branding: from physical boundaries to mental borders. A new geopolitical order?
- Sport place branding.

Guest Editors

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Deadline for manuscript submissions

closed (30 June 2022)



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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.

Editor-in-Chief

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