

Special Issue

Unlocking Sustainable Value: Challenges and Innovations in Green Marketing

Message from the Guest Editors

Green marketing has emerged as a crucial way to align business goals with societal and ecological responsibilities in an era where environmental sustainability is no longer optional but essential. Despite the growing awareness and investment in green marketing, it is still subject to criticism. This can be due to greenwashing, consumer distrust, policy ambiguity, and shallow corporate commitments. Further, with over 60% of global consumers willing to pay more for sustainable brands, green marketing has transitioned from a niche strategy to a business imperative.

By aligning with the broader discourse on sustainability, this issue will offer valuable contributions to scholars and practitioners. It will support those seeking to understand consumer behavior, policy implications, corporate sustainability, digital innovations, or branding strategies. This issue will provide actionable insights for researchers exploring behavioral shifts, policymakers designing green regulations, and businesses seeking authentic sustainability strategies.

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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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