

Special Issue

Sustainability and Innovation: New Technologies Shaping the Marketplace

Message from the Guest Editors

Focus: This special issue will focus on how marketing expertise and new technologies can be strategically combined and effectively applied to the cause of promoting responsible consumption, preserving the environment, and fostering corporate social responsibility. **Scope:** This special issue is intended to capture some of the emerging innovations that can improve environmental and social performance and the impact that they are making for both firms and consumers. **Purpose:** This special issue seeks to explore the opportunity, development and application of new technologies to promote responsible consumption, environmental preservation, and corporate social responsibility. As firms respond to growing market demand for sustainable products and increased pressure to have a positive reputation for environmental performance and social responsibility, there are significant opportunities for innovation.

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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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