

Special Issue

Service Marketing Sustainability

Message from the Guest Editors

Although the study of sustainability from the perspective of service marketing is becoming more and more important for humanity, there is still not enough research on it. The aim of this Special Issue is to open up a new horizon of human value-oriented service research as “service marketing sustainability”, taking into account natural capital, human capital, social capital, and economic capital as the objects of sustainability.

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Deadline for manuscript submissions

closed (31 December 2022)



Sustainability

an Open Access Journal
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Impact Factor 3.3
CiteScore 6.8



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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. *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.

Editor-in-Chief

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