

Special Issue

Sustainability in the Service Industries

Message from the Guest Editor

There is an ever-increasing worldwide recognition that economics should serve nature, rather than being subservient to the immediate concerns of profit-maximizing businesses. The (counter)discipline of Green Economics offers the philosophical basis and theoretical frameworks for systematic investigations in this topical area. Economics, as we know it traditionally, does not engage seamlessly with knowledge in natural sciences, and this has crippled efforts to infuse into it considerations on environmental issues and sustainability in general. Even when the traditional economics discipline engaged with other social sciences in the past, it was always with the prejudice that its perspectives triumphed over those of others. In this regard, green economics promises a broader range of multidisciplinary sourced actionable knowledge that can make a positive change in the world. It also deconstructs some of the internal contradictions within economics and makes it *a science of hope*. Service industries have a cardinal role in enforcing the above mandate. We invite contributions from scholars and scholarly practitioners on green economic implications for service industry firms.

Guest Editor

Dr. Babu George

Professor and Associate Dean, School of Business, Christian Brothers University, Memphis, TN, USA

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MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34

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Editor-in-Chief

Prof. Dr. Thanasis Stengos

Department of Economics and Finance, University of Guelph, Guelph,
ON N1G2W1, Canada

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