

Special Issue

Sustainable Marketing in China

Message from the Guest Editors

In this Special Issue, original research articles and reviews are welcome. Research areas may include (but are not limited to) the following:

- The evolution of sustainable marketing in China;
- Marketing models and strategies for sustainable marketing in China;
- The impact of responsible stakeholder behavior on sustainable marketing;
- The role of practices in the value chain, supply chain and industrial chain in sustainable marketing;
- The impact of digital platforms on sustainable marketing;
- The impact of sustainable marketing on business innovation and sustainable competitive advantage;
- Consumer behavior and psychology in sustainable marketing;
- Customer experience and sustainable marketing;
- The role of corporate branding in sustainable marketing;
- The mechanism of trust between consumers and organizations in sustainable marketing;
- The impact of artificial intelligence technology stimuli on customer-perceived value and customer stickiness in the sustainable marketing;
- The impact of artificial intelligence technology stimuli on customers in the sustainable marketing

Guest Editors

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Deadline for manuscript submissions

closed (20 August 2023)



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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.

Editor-in-Chief

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