



Cooperatives and Sustainable Marketing Strategies

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Deadline for manuscript
submissions:

30 November 2021

Message from the Guest Editors

Dear Colleagues,

Cooperatives have been labelled as a unique business form that has been “sustained” for more than 2000 years. Cooperatives enable market participants (e.g., producers, consumers, intermediaries, investors) to realize their needs, aspirations, and expectations as well as to have access to goods/services without exploitation. This vision has led cooperatives’ mission and principles over the centuries to converge with several goals as stated by the SDGs of the UN.

This Special Issue sheds light on key aspects of the sustainable marketing ecosystem of cooperative businesses. It aims to present scholarly contributions that revolve around the empirical study of sustainable make-up of cooperatives’ products/services, pricing, risk management, branding and packing, and sustainability-related topics in the value chains and promotion mix-methods. The insights gained will improve our understanding regarding cooperatives’ behaviors from a sustainable marketing point of view.





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Message from the Editor-in-Chief

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