One of the most popular framings of sustainability traces back to a 1987 United Nations conference, where developments that are sustainable were defined as those that “meet present needs without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987). This form of sustainability spans all aspects of our world and has commonly been referred to as sustainable development, the 3 E’s (economic, environment, and equity), the 3 P’s (people, planet, and profit), and the triple bottom line (environmental integrity, economic prosperity, and social justice). In this spirit, sustainability commonly centers on three key dimensions: economic, environmental, and social.

Sustainability is an appealing concept for a variety of fields but marketing, in particular, has an opportunity to contribute significantly to the understanding of sustainability, its boundaries, its merits, and its viability as a focus for firms’ future operations. In a sense, marketing has an opportunity to elevate its focus from managing relationships with customers (and select other stakeholders) to managing a broader set of marketplace issues involving economic, environmental, and social dimensions.

To address these issues, the Journal of the Academy of Marketing Science is issuing a call for papers for the purpose of advancing knowledge on sustainability and marketing. The potential topics addressed in papers submitted can vary broadly given the span of issues involved in sustainability. In terms of content, papers may be either conceptual or empirical in nature, adopt a domestic or international focus, and pursue either theory-building or theory-testing. In terms of methodology, papers may be based on empirical techniques (e.g., case, survey, archival research) or on modeling techniques (i.e., optimization or simulation). Papers that integrate multiple perspectives and/or multiple methodologies are especially encouraged.

Papers targeting the special issue should be submitted using the JAMS submission system (www.edmgr.com/jams) and will also undergo the same review process as regularly submitted papers. The deadline for submission is January 1, 2010.

Questions pertaining to the special issue should be directed to:

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