
Editorial

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Biographical notes: Vikas Arya is a Doctorate in Digital Brand Management from DIT University, India, and currently associated with Rabat Business School, Morocco, as an Assistant Professor (Marketing), and Director (Founder) of BlueForskning Research Academy. He is a Guest Editor of a special issue of nine international journals. He has published papers in reputed journals such as the *IJCS*, *IJIM*, *CHB*, *JRCS*, *JGIM* etc. He is an expert in quantitative data analysis. His core research and teaching interests are in consumer behaviour, brand management, destination branding, digital mobile apps' marketing, and brand building using virtual platforms.

Ahmet Arif Eren received his PhD from Hacettepe University in Economics. He is the Founder of the Fsecon Society. He is the Editor-in-Chief of *Fiscaoeconomia* and *Politik Ekonomik Kuram* journals. As a research scholar, he has edited several national and international books and organised several national and international conferences. He has published papers in reputed journals and presented more than 50 reputed national and international conferences. His research and teaching interests are the history of economic thought, economic history and economic sociology.

Welcome, to the special issue on 'Contemporary marketing practices for business sustainability' in *IJEER*. This draws upon papers submitted to the Fscongress 2020 'Economy, Business, Politics and Society in the Information Age', held virtually on August 2020. The scientific committee of FsCongress selected these articles, and the evaluation process is carried out on the principle of double-blind refereeing.

It is generally accepted that the volatility of the environment affects the way the companies operate in the market. However, changes outside the company have different sources, different nature and strength of influence, and thus induce different responses. A strong trend in recent years is the search for formulas of activity related to sustainable development, and in this context, business sustainability is getting critical day by day.

Business sustainability is a marketing strategy that will not harm the environment, take customers' demands, and reduce the company's marketing costs. In the sustainable marketing process, social and environmental conditions are taken into account, a relationship is established with consumers in the natural environment.

Businesses plan their activities most effectively with the most affordable costs in the sustainable marketing process without harming the ecological balance. In addition, it is aimed to gain some social gains in the marketing process. In sustainable marketing, it aims to bring the existing resources back to production to decrease the exhaustible resources. Thus, both nature, consumers, society and natural resources are saved.

In this context, this special issue seeks to identify subjects such as 'employment, financial trade, firm' performance, micro-macro environment, employees' behaviour in an organisation, their happiness and job performance, consumer's green consumption and, their ecological concern towards sustainable environment, etc.'

The articles in this special issue have addressed these issues from different perspectives.