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## Editorial

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**Biographical notes:** Vikas Arya is associated with the Rabat Business School, Morocco, as an Assistant Professor in Marketing, and Director (Founder) at BlueForskning Research Academy. He has presented at more than 40 reputed conferences, including EGOS at CBS-Denmark, AMS-2020, USA, and going to present his work at American Marketing Association Winter Conference 2021. He is a guest editor of a special issue of eight international journals (Scopus and/or ABDC). He has published papers in reputed journals such as *International Journal of Information Management*, *Computers in Human Behavior*, *Journal of Retailing and Consumer Studies*, *Journal of Global Information Management*, etc.

Ahmet Arif Eren obtained his PhD in Economics from the Hacettepe University. 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 a number of 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 history of economic thought, economic history and economic sociology.

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Sustainable business practices and marketing in emerging economies has crucial importance nowadays. Emerging economies face a wide variety of problems in the globalising era. The Covid process has made it difficult to overcome these problems. The resources of the world especially the non-renewable resources are depleting rapidly. The negative repercussions of this are not limited to the energy sector, it affects all sectors. One of the affected sectors is marketing.

It is important to create sustainable market opportunities such as green marketing. These and similar practices will contribute to the development of economic growth and

productivity. It can be said that developing economies are more traditional in terms of management than developed economies. In this context, it is very important to make innovations in marketing and management for emerging markets.

In this special issue, the drivers and barriers to institutional adoption of sustainable business practices are examined in the context of different sub-sectors. This special issue: 'Sustainable business practices for marketers in emerging markets', contains a collection of 11 extended papers from the Fscongress-2020. The 11 extended papers for this special issue were selected from among all the accepted papers by the special issue guest editors Vikas Arya and Ahmet Arif Eren, based on the relevance to the journal and the reviews of the conference version of the papers. The authors were asked to revise the conference paper for journal publication and in accordance with customary practice to add new materials. The revised papers again went through the normal journal-style review process and are finally presented to the readers in the present form. We appreciate the willingness of the authors to help in organising this special issue.

We hope that this special issue will be useful to academics and experts working on sustainable business practices.