

Call for Papers: Special Issue of the *Journal of International Marketing*

“Global Sustainability and Innovation in International Marketing”

Guest Editors

David A. Griffith, Texas A&M University
Cheryl Nakata, University of North Carolina at Greensboro
Ayşegül Özsoyer, Koç University
Göksel Yalçınkaya, University of New Hampshire

Submission Deadline: September 30, 2026

Sustainable innovation is rapidly becoming a cornerstone of global marketing strategy, reshaping how firms create value and fulfill broader societal responsibilities. As climate change, resource depletion, and social equity concerns intensify, marketing scholars and practitioners are increasingly seeking to understand how sustainability and innovation intersect within international contexts. The Marketing Science Institute’s 2024 Research Priorities highlight the urgency of examining how sustainable marketing and innovation shape the consumer journey, business performance, and societal outcomes (Marketing Science Institute, 2024). Firms must innovate not only to meet growing demand for responsible products but also to navigate complex regulatory landscapes and stakeholder expectations, thereby driving competitive advantage, long-term growth, and the greater good (Grinstein, et al., 2022; Varadarajan et al., 2021; White et al., 2024). Deeper insights are needed into the mechanisms through which sustainable innovations influence consumer behavior, brand loyalty, and firm performance across diverse cultural and market settings (Varadarajan, 2023; White et al., 2019).

Recent research also highlights the importance of understanding when and how firms should standardize or adapt their sustainable marketing strategies across international markets and calls for further research on aligning operational and financial performance with broader sustainability objectives (Griffith, 2021). This need is echoed in foundational work from the *Journal of International Marketing*, which explores the roles of public policy, global social innovation, and demarketing for sustainability, especially in base-of-the-pyramid markets, and discusses the interplay between corporate, consumer, and government responsibilities in achieving sustainable development goals (Varadarajan, 2014; Varadarajan et al., 2021; Varadarajan, 2023).

This special issue aims to advance theoretical, empirical and practical understanding of global sustainability and innovation in international marketing. We invite submissions that investigate

sustainable marketing strategies, innovation diffusion, responsible innovation, and their implications for consumers, firms, and societies. Topics of interest include, but are not limited to:

- Integration of sustainability into international marketing strategies and business models.
- Green innovation strategies for adapting sustainable products and services to diverse cultural and regulatory environments in international markets.
- Consumer responses to sustainability communication, green advertising, and pro-environmental behavior in global markets.
- The role of digital technologies (e.g., AI, blockchain) in enhancing transparency and driving sustainable marketing innovation internationally.
- Digital transformation as a driver for reducing the environmental footprint of global marketing operations and enhancing sustainable value delivery.
- Responsible innovation, including ethical considerations, stakeholder engagement, and governance mechanisms that ensure innovations contribute positively to society and the environment from a global perspective.
- Cross-cultural and cross-industry patterns in the adoption and diffusion of sustainable innovations.
- Implementation and communication of circular economy business models by multinational firms in developed and emerging markets.
- The impact of sustainable innovation on brand loyalty, customer engagement, and firm performance in international contexts.
- Authentic brand activism and its influence on consumer trust and brand equity regarding sustainability issues across different countries.
- Innovations in sustainable supply chain management and their marketing to international stakeholders.
- The effectiveness of social commerce and influencer-driven campaigns in promoting sustainable consumption behaviors globally.
- Regulatory innovation as a catalyst for sustainable marketing adaptation and compliance in international business.
- Metrics and methodologies for evaluating the effectiveness of sustainability initiatives in international marketing.

Recent research has expanded sustainable international business-model innovations, emphasizing the shift from linear to circular economies and the need for adaptation across diverse markets. Scholars have shown how multinational enterprises can spearhead climate action and sustainability initiatives while managing complex global supply chains (Marano et al., 2024; Zaheer, 2025). The evolution of sustainability marketing—from traditional green marketing to circular-economy models, anti-consumption, and regulatory frameworks—has been comprehensively documented (White et al., 2024). Innovation-management research identifies responsible, business-model, and public-value innovation as critical pathways for advancing sustainability in global markets (Spanjol et al., 2024), while empirical evidence links board gender diversity and culturally feminine values to stronger environmental innovation outcomes (Bazel-Shoham et al., 2023).

The academic literature also highlights the breadth and structure of sustainability research in marketing, providing a basis for future research opportunities. Empirical studies demonstrate that firms' efforts to "green" the marketing mix can yield significant business and societal benefits, though outcomes often depend on context and execution (Leonidou et al., 2013). Additionally, recent frameworks guide marketers in shifting consumer behavior toward sustainability, offering evidence-based strategies for overcoming barriers and fostering pro-environmental choices (White et al., 2019). In line with this, work in international marketing underscores the need for frameworks that guide firms in balancing global consistency with local adaptation and in measuring the impact of sustainability initiatives on both business outcomes and societal well-being (Griffith, 2021; Varadarajan, 2014; Varadarajan et al., 2021).

Collectively, these studies establish a robust theoretical and empirical foundation for understanding how sustainability and innovation intersect within international marketing, offering valuable insights for scholars and practitioners navigating global sustainable business practices. They also provide a springboard for new research on sustainability and innovation within the international marketing context.

Submission Guidelines

For this special issue, we welcome conceptual, empirical, and methodological papers that address the theme of "Global Sustainability and Innovation in International Marketing." All submissions will undergo the *Journal of International Marketing* double-blind peer review process. Papers targeting this Special Issue should be submitted through the JIM submission system (https://mc.manuscriptcentral.com/ama_jim). Submissions for the special issue open on September 1, 2026, with the final deadline for submissions being October 30, 2026.

Conference Special Session

An associated special session on "Global Sustainability and Innovation in International Marketing" will be held at the 2026 AMA Global Conference in Nice, France (<https://www.amaglobalsig.org/nice2026>). Submission to this special session is not required for submission to the Special Issue. Authors submitting to the special session should submit a five-page, double-spaced extended abstract to the 2026 AMA Global Marketing Conference by November 1, 2025. They will receive feedback from the guest editors. Please note that submission of an extended abstract does not guarantee inclusion in the special session. Authors whose abstracts are not selected for the special session are still eligible to submit their complete manuscripts to the Special Issue.

For detailed submission instructions and formatting guidelines, please visit the *Journal of International Marketing* website. For questions and inquiries regarding the special issue, please contact Goksel Yalcinkaya (goksel.yalcinkaya@unh.edu).

Key Dates

- Call for Papers announcement: July 2025
- An extended abstract submission to AMA Global Conference: November 1, 2025*
- Feedback from the Guest Editors: November 15, 2025**
- AMA Global Conference Special Session: May 27, 29 2026 Nice, France
- JIM Special Issue Manuscript Submission Deadline: September 30, 2026***
- Notification of First Editorial Review: December 31, 2026
- Expected Special Issue Publication: December 2027 or March 2028

We look forward to your valuable contributions to this special issue.

References

Bazel-Shoham, O., Lee, S. M., Munjal, S., and Shoham, A. (2023), "Board Gender Diversity, Feminine Culture, and Innovation for Environmental Sustainability," *Journal of Product Innovation Management*, 41 (2), 293–322. <https://doi.org/10.1111/jpim.12672>

Griffith, D. A. (2021), "Connecting Sustainable Marketing and International Marketing Strategy Standardization/Adaptation: Research Opportunities," *Journal of Sustainable Marketing*, 2 (2), 1–7. <https://doi.org/10.51300/jsm-2021-40>

Grinstein, A., Hewett, K., and Riefler, P. (2022), "Well-Being in a Global World—The Role of International Marketing: An Editorial," *Journal of International Marketing*, 30(2), 1-4. <https://doi.org/10.1177/1069031X221096237>

Leonidou, C. N., Katsikeas, C. S., and Morgan, N. A. (2013), "'Greening' the Marketing Mix: Do Firms Do It and Does It Pay Off?" *Journal of the Academy of Marketing Science*, 41 (2), 151–170. <https://doi.org/10.1007/s11747-012-0317-2>

Marano, V., Wilhelm, M., Kostova, T., and Doh, J. P. (2024), "Multinational Firms and Sustainability in Global Supply Chains: Scope and Boundaries of Responsibility," *Journal of International Business Studies*, 55 (4), 413–428. <https://doi.org/10.1057/s41267-023-00631-2>

Marketing Science Institute (2024), "2024 Research Priorities," <https://www.msi.org/article/msi-announces-2024-research-priorities/>

Spanjol, J., Noble, C. H., Baer, M., Bogers, M. L. A. M., Bohlmann, J., et al. (2024), "Fueling Innovation Management Research: Future Directions and Five Forward-Looking Paths," *Journal of Product Innovation Management*, 41 (1), 1–56. <https://doi.org/10.1111/jpim.12754>

Varadarajan, R. (2014), "Toward Sustainability: Public Policy, Global Social Innovations for Base-of-the-Pyramid Markets, and Demarketing for a Better World," *Journal of International Marketing*, 22 (2), 1–20. <https://doi.org/10.1509/jim.13.0158>

Varadarajan, R., Welden, R. B., Arunachalam, S., and Haenlein, M. (2021), "Digital Product Innovations for the Greater Good and Digital Marketing Innovations in Communications and Channels: Evolution, Emerging Issues, and Future Research Directions," *International Journal of Research in Marketing*, 39(2), 482-501. <https://doi.org/10.1016/j.ijresmar.2021.09.002>

Varadarajan, R. (2023), "Sustainable Innovations and Sustainable Product Innovations: Definitions, Potential Avenues, and Outlook," *The PDMA Handbook of Innovation and New Product Development*, 4th ed., edited by L. Bstieler and C. H. Noble, 59–80. Hoboken, NJ: John Wiley & Sons, Inc.

White, K., Habib, R., and Hardisty, D. J. (2019), "How to SHIFT Consumer Behaviors to Be More Sustainable: A Literature Review and Guiding Framework," *Journal of Marketing*, 83 (3), 22–49. <https://doi.org/10.1177/0022242919825649>

White, K., Cakanlar, A., Sethi, S., & Trudel, R. (2024). The past, present, and future of sustainability marketing: How did we get here and where might we go? *Journal of Business Research*, 187), 115056. <https://www.sciencedirect.com/science/article/pii/S0148296324005605>

Zaheer, S. (2025), "The Sustainability of MNE Sustainability Initiatives," *Journal of International Business Studies*, 56 (4), 491–500. <https://doi.org/10.1057/s41267-024-00760-0>

*The extended abstract should be no more than five pages.

**Extended abstracts submitted to the JIM Sustainability Special Issue Track will receive feedback from the guest editors.

***Submissions open on September 1, 2026.