

# FIIB Business Review (FBR)



ISSN: 2319-7145  
4 issues per year

## Call for Papers

**Special Issue:** Contemporary Organizational Sustainability -  
The Symbiotic Relationship between Business and Society

### Guest Editors

Prof. Alkis Thrassou  
GNOSIS | Mediterranean Institute for Management Science  
University of Nicosia Nicosia, Cyprus, EU  
Email: thrassou.a@unic.ac.cy

Dr. Giuseppe Festa  
Department of Economics and Statistics  
University of Salerno, Italy, EU  
Email: gfesta@unisa.it

This Special Issue aims at elucidating the contemporary forms, means and ends of organizational sustainability, in the strategic, marketing and/or management contexts; particularly balancing business goals with social good, not in a compromising, but in a mutually beneficial way.

Sustainability constitutes a contemporary mantra for modern businesses (Madsen and Ulhøj, 2021). While past attitudes and notions pertaining businesses made a sharp distinction between the profitable and the sustainable (Friedman, 2007), today's economies and businesses consider sustainability not only a necessity for surviving, but also an opportunity for investing (Smyczek et al., 2020). Historically, sustainability has evolved from a potential limit to profitability to a potential enabler of profit, and finally to an imperative for profit. And while the very essence and philosophy of sustainability has not substantially changed over the years, the shift in its business perspective by authorities, entrepreneurs, managers, professionals, and (primarily) consumers is what really brought about change (Christofi et al., 2021).

In every aspect of contemporary sustainable business, the differentiating philosophy and perspective that breaks away from the past is that sustainability is not something to obey, but also something to exploit (Festa et al., 2009). Sustainability is not simply the means for corporate positioning and brand building, but a business end in itself. Stakeholders' expectations in this context are not mandatory or voluntary constraints, but actual resources to consider and valorize, at international, national, and local levels. In this vein, sustainability can be considered as a symbiotic and profitable interaction between societal marketing and social marketing (Peterson et al., 2021).

And this version of 'market' sustainability has also evolved in several ways, from the general cause-related marketing to the specific social enterprise marketing (Leonidou et al., 2018; Haase, 2021).

To compete and to succeed, in whatever sector, for whatever goal, organizations will ever more need to balance their global equilibrium between the performance and the existence, evolving towards a business vision of globally shared values, and not only mere individual profit (Porter and Kramer, 2011). And the challenge is for these to be not simply coexisting or in mere balance, but symbiotic and synergistic.

The guest editors of this special issue of FIIIB Business Review invite scholars to submit their works in the form of research papers, perspectives, and case studies. Relevant topics include, but are not limited to, the following:

- Corporate social responsibility
- Social commitment
- Technology/Digitalization towards business sustainability
- Sustainable consumer behavior
- Sustainable balanced scorecard
- Sustainable Development Goals (SDGs)
- Social and/or Societal marketing
- Total relationship management
- Sustainability marketing
- Social enterprise management
- Sustainable finance
- Sustainable ambidexterity

**Manuscripts due by: 15 Nov 2021**

**Notification to authors: 20 Jan 2022**

**Final versions due by: 10 Apr 2022**

## **References**

Christofi, M., Pereira, V., Vrontis, D., Tarba, S., & Thrassou, A. (2021). Agility and Flexibility in International Business Research: A Comprehensive Review and Future Research Directions. *Journal of World Business*, 56(3), 1–18.

Festa, G., Metallo, G., & Cuomo, M.T. (2009). Financial feasibility of sustainable events. In R. Raj, & J. Musgrave (Eds.), *Event Management and Sustainability* (pp. 249–258). Wallingford, UK: CABI.

- Friedman, M. (2007). The Social Responsibility of Business Is to Increase Its Profits. In W.C. Zimmerli, M. Holzinger, & K. Richter (Eds.), *Corporate Ethics and Corporate Governance* (pp. 173–178). Berlin, Heidelberg, Germany: Springer.
- Haase, M. (2021). Social value cocreation: a mode of value cocreation. *Social Enterprise. Ahead-of-print*, pp. 1–20. DOI: 10.1108/SEJ-04-2020-0023.
- Leonidou, E., Christofi, M., Vrontis, D., Thrassou, A. (2018). Customer Engagement through Choice in Cause-Related Marketing: A Potential for Global competitiveness. *International Marketing Review*, 37(4), 621–650. <https://doi.org/10.1108/IMR-04-2018-0133>
- Madsen, H.L., & Ulhøi, J.P. (2021). Sustainable visioning: Re-framing strategic vision to enable a sustainable corporate transformation. *Journal of Cleaner Production*, 288(2021), 1–12. DOI: 10.1016/j.jclepro.2020.125602.
- Peterson, M., Minton, E.A., Liu, R.L., & Bartholomew, D.E. (2021). Sustainable Marketing and Consumer Support for Sustainable Businesses. *Sustainable Production and Consumption*, 27(2021), 157–168.
- Porter, M. E., & Kramer, M. R. (2011). Creating Shared Value. *Harvard Business Review*, 89(1–2), 62–77.
- Smyczek, S., Festa, G., Rossi, M., & Monge, F. (2020). Economic sustainability of wine tourism services and direct sales performance – emergent profiles from Italy. *British Food Journal*, 122(5), 1519–1529.