
Editorial: Promoting business research that advances sustainability understanding, strategies, and practices

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The Editors of the *Journal of Trade Science* welcome readers to the third issue of 2025. In this issue's editorial, we discuss a key focus of the journal: promoting business research that addresses urgent sustainability issues and challenges. This focus is evidenced through a number of papers on sustainability topics that have appeared in the *Journal of Trade Science*, including this issue.

The United Nations Brundtland Commission defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987). Achieving sustainability requires a balance of social, environmental and economic priorities. The United Nations' Sustainable Development Agenda (2030 Agenda) and its 17 Sustainable Development Goals (SDGs) are touted as a roadmap for addressing economic growth, social inclusion and environmental protection challenges (The United Nations, 2025). While governments and organizations have invested in sustainability strategies, the sustainability crisis has deepened (Greenland *et al.*, 2023).

All businesses – large or small – can contribute to future sustainability. Business research that advances sustainability understanding, strategies and practices is an urgent priority. Thus, we encourage rigorous research that addresses important sustainability topics such as:

- (1) The adoption and outcomes of corporate social responsibility, corporate environmental strategies and green practices across different industries;
- (2) The development and implementation of sustainable and regenerative business models;
- (3) The role of businesses in the circular economy;
- (4) Green marketing and its impact on brands and consumers;
- (5) Sustainable consumer behavior and its implications for businesses and policymakers;
- (6) Green human resource management and its impact on employee behavior and firm performance;
- (7) Decision-making in sustainable supply chains and operations management;
- (8) The role of technology (e.g. AI and blockchain) in environmental management and business sustainability and
- (9) Business education and training for sustainability.

We look forward to receiving your best manuscripts and contributing to business sustainability theory and practice for a sustainable future.

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