

## Editorial

This special issue is the result of the joint work developed between the International Association on Public and nonProfit Marketing and the Journal of business of the Universidad del Pacífico, in favor of the dissemination of the most avant-garde scientific knowledge on topics of special social relevance for Latin America. The IAPNM, as a reference association in its field, has been developing since 2002 an arduous effort to connect academics and practitioners from marketing or other related disciplines dealing with responsibility in businesses, administrations and nonprofits; these topics of special interest to the journal.

In this issue, Biachi, Gracia-Daponte and Canziani focus their contribution on identifying consumer perceptions of triple-hit CSR strategies - B-companies, purpose-driven marketing and brands, and cause-linked marketing. For their part, Yapor and Correa seek to identify the organizational factors that contribute to the management and development of Corporate Volunteering in order to achieve good practice models. And within this government of the organizations, the contribution of Iriarte-Ahón makes a review of the theoretical contributions related to the donation and collation of knowledge; one of the transcendental elements for innovation and development to take place. A development that today cannot be understood or conceived except from a sustainability perspective and it is in this bridge where Cea, Villegas and Sion enter us; through the identification of barriers and opportunities for the transition to the Circular Economy. While Burbano-Vallejo and Muñoz-Murillo show us the way forward for the development of sustainable tourism.

And since it cannot be otherwise, social responsibility and its connection to job satisfaction also find a place in this issue with the contribution of Borboa-Álvarez and others.

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**Finally, we would like to convey our most sincere thanks to the reviewers of this issue. A work of reviewer that is the result of the tireless commitment of the academics who accompany us in the day to day of a publication.**

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