

## Appendix 1: Glossary of terms

**B2B** - business to business (LaPlaca & Katrichis, 2009).

**Corporate sustainability** refers to a firm's ability to effectively fulfill the expectations of various stakeholders and foster long-term growth (Neubaum & Zahra, 2006).

**Green marketing** refers to "efforts to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns" (American Marketing Association, 2017).

**Marketing communication** can be defined as coordinated promotional messages and accompanying media to effectively engage with a target audience through various channels, including digital platforms, print media, radio and television broadcasts, direct mail, and face-to-face interactions in personal selling (Marketing Accountability Standards Board, n.d.)

**Message strategy** is a vital element in marketing campaigns, providing guidance for a company's marketing communication efforts, and it involves deciding what messages to convey ("what to say") and how to effectively deliver them ("how to say it") (Zhang & Du, 2020).

**Sustainable development / sustainability** is the "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (GRI, 2023).

**Thought leadership** is a strategic approach employed by B2B organizations to implement social media marketing strategies with the objective of the establishment and nurturing of enduring, trust-based relationships with customers (Neuhaus et al., 2022).