

Sustainable Marketing in Environmental Services: A Strategic Case Study of Alam Flora Environmental Solutions (AFES)

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ABSTRACT

Alam Flora Environmental Solutions (AFES), a subsidiary of Alam Flora Sdn. Bhd. under Malakoff Corporation Berhad, is a leading Malaysian provider of integrated waste management, facility management, and sustainability solutions. Operating within the B2B sector, AFES adopts a hybrid marketing strategy that integrates digital platforms such as TikTok, Instagram, Facebook, and LinkedIn with on-ground initiatives including corporate networking events, public exhibitions, and educational outreach. This case study examines three core marketing initiatives: the “Scan and Score” and “WOW Box” programmes, which incentivise recycling through PETRONAS Mesra reward points, and strategic ESG-driven collaborations with corporations such as FMCG sectors, malls, financial institutions and many more. These initiatives collectively enhance AFES’s market positioning and support national environmental objectives. However, limitations remain in the company’s campaign evaluation process, which currently relies on basic enquiry tracking and general feedback rather than advanced analytics. To address this gap, the study recommends the integration of digital performance tools such as Google Analytics and CRM systems to enable data-driven decision-making. The findings underscore the importance of aligning innovative marketing tactics with sustainability goals and offer practical insights for environmental service providers seeking to strengthen competitive advantage through strategic, adaptive marketing.

Keywords: Sustainable Marketing, Environmental Services, Strategic Initiatives, ESG Integration, Recycling Engagement Programmes, Marketing Evaluation and Risk Management.

INTRODUCTION

In the era of heightened environmental awareness and corporate responsibility, sustainability has become a central pillar in modern business strategy. As organisations strive to align with global ESG (Environmental, Social, and Governance) standards, the role of strategic marketing in promoting sustainable practices has grown increasingly significant. Specifically in Malaysia’s context, there is an increasing trend in sustainability awareness through national development plans as well as involvement and collaborations with multiple stakeholders, leading to the successful implementation of various sustainability efforts throughout the years (Yusof & Ariffin, 2020). For instance, since Malaysia’s main economic drivers are within the industrial sectors such as palm oil, mining, and manufacturing, Malaysia has taken a proactive step in adopting

green technologies to strike a balance between economic growth, environmental preservation, and addressing climate issues (Isa et al., 2021). Past literature has implied that there is a continuously growing demand for sustainability solutions and technologies.

This case study examines the marketing strategies of Alam Flora Environmental Solutions (AFES), a leading Malaysian environmental services provider under Alam Flora Sdn Bhd. AFES represents a forward-thinking approach to integrating environmental stewardship with market-driven initiatives, particularly through its targeted campaigns, corporate collaborations, and adaptive marketing methods.

By applying marketing principles such as the 4Ps framework, SMART objectives, and strategic evaluation and control mechanisms, AFES has successfully positioned itself as a pioneer in the sustainable services sector. Its innovative programmes, such as “*Scan and Score*” and “*WOW Box*” as well as collaborations with corporates like FMCG sectors, malls, financial institutions, and many more, highlight how environmental responsibility can be effectively communicated and operationalised. This paper explores how AFES’s strategies are designed, implemented, evaluated, and adjusted in response to changing market dynamics and public engagement challenges. Additionally, the discussion addresses practical implications for similar businesses and proposes future research directions further to investigate the intersection between sustainability and marketing effectiveness.

COMPANY OVERVIEW: ALAM FLORA ENVIRONMENTAL SOLUTIONS (AFES)

Alam Flora Environmental Solutions (AFES), a subsidiary of Alam Flora Sdn. Bhd. under Malakoff Corporation Berhad, is a Malaysian environmental services company offering integrated solutions beyond traditional waste management. Positioned within the B2B sector, AFES provides facility management, infrastructure cleansing, specialised waste treatment, and recycling services, contributing to national sustainability and ESG objectives. With advanced facilities such as RISE Kuala Lumpur and FIKS Putrajaya, the company supports the government's target of achieving a 40% recycling rate by 2025. Under the leadership of the Head of Marketing Department, Nurul Akmar binti Abdul Karim, AFES implements strategic marketing initiatives that blend traditional media with digital platforms, engaging clients through innovative campaigns like “Scan and Score” and the “WOW Box.” Collaborative efforts with corporations like those mentioned above further reflect its commitment to community engagement and sustainable practices. With aspirations to become Malaysia’s leading sustainability solutions provider, AFES continues to enhance its outreach through trend-responsive marketing, loyalty programmes, and influencer engagement.

STRATEGIC MARKETING OBJECTIVES OF ALAM FLORA ENVIRONMENTAL SOLUTIONS: A SMART FRAMEWORK APPROACH

Alam Flora Environmental Solutions (AFES) has developed structured marketing objectives aligned with its broader mission to promote sustainability while enhancing its corporate presence in Malaysia. By applying the SMART framework (Specific, Measurable, Achievable, Relevant, and Time-bound), AFES ensures that its marketing strategies are goal-oriented, results-driven, and aligned with national environmental priorities.

According to Yurovskaya (2017), the SMART framework is a contemporary method for setting objectives for work activities. Setting SMART goals enables the integration of all available data, defining the appropriate scope of work, assessing resource availability, and assigning definitive, exact, explicit, and detailed responsibilities to each participant. SMART is an abbreviation of Specific, Measurable, Achievable, Relevant, and Time-bound. SMART goals are a vital element that needs to be considered when formulating marketing strategies, as the integration of both helps companies to enhance the suitability and effectiveness of their marketing activities (Kilani, 2021).

1. Specific: Enhancing Market Visibility through Targeted Campaigns

AFES aims to increase brand recognition and public understanding of its service offerings, which include integrated facility management, waste treatment, and recycling solutions. These campaigns are tailored toward corporate and government audiences, using digital platforms and on-ground events. *“Our primary objectives are brand awareness, customer acquisition, customer retention, and also lead generation.”* (Akmar, N., personal interview, January 28, 2025). This clear articulation underscores the company's focused intention to expand its visibility and influence.

2. Measurable: Tracking Engagement and Campaign Outcomes

To ensure that these objectives lead to tangible outcomes, AFES employs performance indicators such as enquiries received, leads generated, and engagement with promotional programmes. Campaigns like “Scan and Score” and the “WOW Box” provide measurable feedback loops. *“We do get inquiries from our customers because when they see our campaign... they would contact us and also tell us what they want.”* (Akmar, N., personal interview, January 28, 2025). This feedback mechanism allows the company to refine its strategies based on real-time interactions.

3. Achievable: Integrating Traditional and Digital Channels with On-Ground Initiatives

AFES’s marketing strategy is grounded in a balanced use of digital, traditional, and on-site methods, supported by a structured budget and resource planning. *“I would segregate [the budget] based on the units I have, like media coverage, advertising, promotion for social media, managing, and event management.”* (Akmar, N., personal interview, January 28, 2025). This indicates a practical, well-organised approach that ensures marketing goals are realistically achievable within existing resources and operational frameworks.

4. Relevant: Aligning with ESG Objectives and National Sustainability Goals

All marketing efforts by AFES directly support its mission to foster environmental stewardship and assist clients in meeting their ESG commitments. This includes public engagement, educational talks, and collaborative initiatives with companies such as the FMCG sector, malls, financial institutions, and many more. *“We give awareness talks... on sustainable waste management... to support them for them to achieve their ESG initiatives.”* (Akmar, N., personal interview, January 28, 2025). This illustrates the deep integration between AFES’s marketing strategies and the broader sustainability agenda.

5. Time-bound: Driving Results within Strategic Timelines

AFES sets its marketing strategies within structured timelines, aligned with both internal fiscal planning and national sustainability targets. For example, the company's recycling initiatives are designed to support Malaysia's aim of achieving a 40% recycling rate by 2025. *"We support the government's initiative... to get the recycling rate up to 40% by the year 2025."* (Akmar, N., personal interview, January 28, 2025). This time-specific objective anchors the company's efforts in measurable national progress.

By aligning its marketing strategies with the SMART framework and grounding them in operational realities and national objectives, AFES demonstrates a strong, structured approach to advancing sustainability and stakeholder engagement in Malaysia's environmental services sector.

STRATEGIC INITIATIVES FOR MARKET LEADERSHIP: ENHANCING AFES'S COMPETITIVE ADVANTAGE IN THE ENVIRONMENTAL SERVICES INDUSTRY

Since Alam Flora Environmental Solutions (AFES) operates within the B2B (Business to Business) sector, the company is primarily focused on offering its services and expertise in environmental solutions to other companies or government entities. AFES, like any other business, aims to maximise revenue from the sale of the company's products and services. To achieve this goal, leveraging competitive advantages and implementing effective strategies are crucial to adapt and remain relevant in the dynamic business landscape in Malaysia (Kassim et al., 2025).

Based on the interview transcript with Puan Nurul Akmar binti Abdul Karim, AFES has implemented several strategic initiatives that reinforce its competitive advantage and strengthen its market positioning. The following are three standout initiatives that demonstrate AFES's commitment to innovation, relevance, and long-term impact in the environmental services industry.

1. Integration of Loyalty-Based Recycling Programmes: "Scan and Score" and "WOW Box"

One of AFES's most innovative strategies is the development of loyalty-driven recycling programmes designed to encourage sustainable behaviour among both the general public and corporate clients. The "Scan and Score" programme rewards individual recyclers with PETRONAS Mesra points, which can be redeemed for petrol or vouchers, while the "WOW Box" (War on Waste Box) is a corporate recycling initiative that allows offices to collect recyclables and also earn reward points. *"One of our marketing campaigns that we have... is for recycling. We have two, which is Scan and Score and also WOW Box recycling. Scan and Score is where they do recycling, they get extra reward PETRONAS Mesra reward points... For the WOW Box program, it's a recycling program also... where they recycle at their offices, they get PETRONAS Mesra reward points."* (Akmar, N., personal interview, January 28, 2025). These programmes not only promote eco-conscious habits but also differentiate AFES from traditional service providers by offering value-added incentives that enhance client engagement and satisfaction. According to Kassim et al. (2025), offering discounts and promotions while adopting a localised approach to marketing (via collaborations with PETRONAS) helps to increase participation and loyalty, as well as increase brand awareness.

2. Strategic Corporate Collaborations for ESG Implementation

AFES has formed impactful partnerships with major corporations like FMCG sectors, malls, financial institutions and many more, supporting both their internal sustainability goals and national ESG agendas. These partnerships are structured around the concept of Extended Producer Responsibility (EPR) and provide tangible outcomes for both the community and the environment. For instance, AFES collaborates with Nestlé to collect recyclables directly from households, while the 7-Eleven GoGreen campaign is designed to empower the B40 community by enabling income through recycling initiatives. *“We have currently a few collaborations with corporates. One of them is Nestlé... where we collect recyclables at housing areas from house to house... The second one is with 7-Eleven for their GoGreen campaign... to help the B40 community get more income through recycling.”* (Akmar, N., personal interview, January 28, 2025). These strategic alliances not only position AFES as a sustainability partner of choice but also deepen its social impact and visibility within the community. Kassim et al. (2025) noted that building and maintaining strong relationships with other businesses by providing added value to them is among the suggested strategies B2B businesses can adopt to ensure sustainable revenue.

3. Trend-Responsive Digital and On-Ground Marketing Strategy

To maintain relevance in a rapidly evolving market, AFES has adopted a hybrid marketing model that combines modern digital outreach with traditional and in-person engagement. On the digital front, AFES actively creates promotional content across platforms like TikTok, Instagram, LinkedIn, and Facebook, tailoring content to different generational audiences. Simultaneously, it organises on-ground activities such as awareness talks, high tea networking events, and participation in expos to build direct relationships with corporate and government stakeholders. *“Digital marketing now is in trend... so my social media team... we are now doing a lot of content through social media... We do our promotion through a lot of videos nowadays... We also do on-ground events like exhibitions, awareness talks, and high tea events for top-level decision-makers.”* (Akmar, N., personal interview, January 28, 2025). This dual strategy maximises AFES’s outreach while catering to both digitally savvy audiences and traditional corporate decision-makers, thereby strengthening brand trust and visibility. With the growing trend of e-commerce and its significant contribution to the economy, it is essential for businesses to adopt current digital marketing tools and observe the latest trends online. Nonetheless, the need for digitalisation does not negate the importance of participating in physical events and exhibitions, as they are opportunities for companies to broaden their network and introduce their products and services through market education, which in return will strengthen brand awareness (Kassim et al., 2025).

In summary, these three strategic initiatives of reward-based recycling campaigns, corporate ESG collaborations, and a hybrid marketing approach underscore AFES’s proactive and innovative role in the environmental sector. By aligning its business strategies with sustainability trends and market expectations, AFES is well-positioned as a dynamic and responsible leader in Malaysia’s environmental solutions industry.

TACTICAL MARKETING APPROACHES SUPPORTING STRATEGIC INITIATIVES AT AFES: A 4PS PERSPECTIVE

Alam Flora Environmental Solutions (AFES) adopts a comprehensive marketing approach grounded in the marketing mix of Product, Price, Place, and Promotion (4Ps) to effectively

support its strategic initiatives. These tactical elements enhance the reach, relevance, and impact of its sustainability campaigns, helping to solidify AFES's position in Malaysia's environmental services industry. In the business environment, there are various methods that can be employed to achieve a competitive advantage over competitors, all of which focus on delivering value that is perceived as unmatched by clients. The marketing mix is a commonly used strategy, as it has been proven to have a positive and significant influence on competitive advantage, based on a study by Juju and Supriadi (2024).

1. Product: Value-Added Environmental Solutions

AFES's product offerings go beyond waste collection to deliver environmental impact and social value. Through initiatives such as "Scan and Score" and "WOW Box", AFES makes recycling accessible, measurable, and rewarding. These initiatives offer tangible benefits through PETRONAS Mesra reward points, turning recycling into an engaging activity for individuals and corporate clients. The WOW Box also serves as a visual, branded reminder of environmental commitment in office spaces.

"One of our marketing campaigns that we have... is for recycling. We have two, which is Scan and Score and also WOW Box recycling. Scan and Score is where they do recycling, they get extra PETRONAS Mesra reward points... For the WOW Box program, it's a recycling program also... where they recycle at their offices, they get PETRONAS Mesra reward points." (Akmar, N., personal interview, January 28, 2025). These programmes embody AFES's strategy to embed environmental responsibility into daily behaviour while building brand differentiation.

2. Price: Incentive-Based and Accessible Offerings

AFES utilises a pricing strategy that prioritises accessibility and participation. The "Scan and Score" and "WOW Box" programmes are free of charge to the public and business clients, removing cost barriers while delivering added value through rewards. For corporate services, pricing is negotiated through custom contracts, sometimes supported by public-private partnerships or CSR-linked subsidies.

On this approach, Puan Akmar shared, *"We give them extra rewards so that they will be motivated to recycle. There's no charge to them, and they actually gain something in return."* (Akmar, N., personal interview, January 28, 2025). This reflects a value-driven pricing model that supports both environmental action and customer satisfaction without requiring financial investment from users.

3. Place: Accessible and Localised Service Delivery

AFES designs its service delivery for convenience and proximity, ensuring participation is practical and consistent. The "WOW Box" is placed in offices, while "Scan and Score" operates through home pick-ups and designated drop-off locations, often in partnership with brands like Nestlé. These placements make it easier for both individuals and businesses to take part in recycling.

As described by Puan Akmar, *"We collect recyclables at housing areas from house to house,"* (Akmar, N., personal interview, January 28, 2025). This is emphasising AFES's flexible and decentralised service model that meets the needs of both urban households and corporate clients.

4. Promotion: Digital Innovation and On-Ground Engagement

AFES leverages a hybrid promotional strategy that combines digital media with traditional outreach. It uses platforms such as TikTok, Instagram, Facebook, and LinkedIn to distribute content tailored to varied demographics. This digital-first approach is complemented by exhibitions, awareness talks, and high tea networking sessions to reach corporate stakeholders and the public alike.

Puan Akmar explained, *“Digital marketing now is in trend... so my social media team... we are now doing a lot of content through social media... We also do on-ground events like exhibitions, awareness talks, and high tea events for top-level decision-makers.”* She further added, *“We still have mainstream media marketing... but we are also doing a lot of content through social media.”* (Akmar, N., personal interview, January 28, 2025). These promotional efforts reflect AFES’s commitment to reaching diverse audiences through both modern and conventional methods.

AFES’s strategic use of the 4Ps demonstrates how marketing can be effectively integrated with sustainability and stakeholder engagement. Through innovative product offerings, accessible pricing, decentralised service delivery, and hybrid promotional channels, AFES strengthens its brand presence while advancing Malaysia’s environmental goals. The alignment of tactical execution with strategic vision positions AFES as a leader in marketing-driven environmental responsibility.

EVALUATION, CONTROL, AND RISK MANAGEMENT IN AFES’S MARKETING STRATEGY

As AFES expands its market engagement and sustainability-driven campaigns, the effectiveness and stability of its marketing strategies depend on clear evaluation mechanisms and robust risk management. The company’s ability to adapt, assess, and mitigate challenges is critical to maintaining its competitive edge in Malaysia’s environmental services industry. This section outlines how AFES evaluates its marketing efforts and manages potential risks through practical and flexible approaches.

1. Evaluation and Control Mechanisms

To maintain efficiency and strategic focus, AFES conducts annual marketing planning exercises beginning mid-year, where the upcoming year’s campaigns are structured and budgeted by function. *“Basically at the middle of the year, I would usually do my plan... segregate based on the units I have like media coverage, advertising, promotion, social media, and event management.”* (Akmar, N., personal interview, January 28, 2025). This structured segmentation allows for targeted investment in key areas and enables clearer tracking of performance. The company evaluates its marketing activities based on observable outputs such as the number of customer enquiries, social media engagement, and participation in both online and on-ground campaigns. While AFES currently does not employ advanced analytics tools such as Google Analytics, there is room for enhancement in this area. *“Currently we don’t... we don’t engage with any analytics,”* (Akmar, N., personal interview, January 28, 2025) suggesting a future opportunity to integrate digital performance metrics for more precise assessment and optimisation.

2. Risk Management and Contingency Planning

AFES faces challenges common in service-based industries, particularly regarding public perception and behavioural inertia toward sustainability. One of the core obstacles is the lack of awareness about recycling and intangible services. *“Sometimes people are still not aware about recycling and about our service... for services you make you work a lot harder to sell.”* (Akmar, N., personal interview, January 28, 2025). In response, AFES deploys educational campaigns and community engagement efforts to increase understanding and support. In addition, the company actively diversifies its communication channels, reducing dependency on volatile digital trends. Should social media campaigns underperform due to algorithm shifts or content fatigue, AFES can pivot to on-ground activities such as talks, expos, and exhibitions. *“We have better engagements when we are on ground and face to face with clients and potential clients,”* (Akmar, N., personal interview, January 28, 2025). This built-in flexibility functions as a natural contingency plan that ensures outreach remains effective regardless of channel performance. Moreover, partnerships with major corporations like FMCG sectors, malls, financial institutions and many more, further distribute promotional risk and amplify programme credibility through shared branding and resource allocation.

AFES demonstrates a strong understanding of both the need for systematic evaluation and the realities of market uncertainty. By combining structured budgeting and performance tracking with responsive, ground-level engagement strategies, AFES effectively balances ambition with resilience. These practices ensure that the company not only remains adaptable in a fast-changing marketing environment but also continues to lead by example in the promotion of sustainable environmental practices in Malaysia.

CONCLUSION

The analysis of Alam Flora Environmental Solutions’ (AFES) marketing strategy reveals a comprehensive, multi-layered approach to promoting environmental services through structured planning, innovative campaigns, and strategic partnerships. One of the key findings from the transcript is the company's commitment to sustainability, not only in service delivery but also in its marketing execution. The use of reward-based recycling programmes such as *“Scan and Score”* and *“WOW Box”* demonstrates a creative alignment between consumer engagement and environmental responsibility. These initiatives stand out as practical, scalable models for incentivising sustainable behaviour, especially within corporate ESG frameworks.

Another significant insight is the effectiveness of a dual-channel marketing strategy that integrates digital platforms with on-ground outreach. AFES’s success lies in its ability to tailor its communication methods to varied audience segments, from tech-savvy youth on social media to corporate decision-makers via LinkedIn and high-touch networking events. As highlighted in the interview *“We do our promotion through a lot of videos nowadays... on our social media platform,”* and *“We have better engagements when we are on ground and face to face with clients and potential clients.”* (Akmar, N., personal interview, January 28, 2025). These statements reinforce the value of adaptability in marketing communications, especially in a service-based industry where brand trust and clarity of messaging are crucial.

The evaluation and control practices at AFES are also notable, particularly in the structured mid-year planning process and the allocation of budgets by functional areas. Although current evaluation methods are largely observational and engagement-based, the lack of digital analytics tools presents a development opportunity. Future integration of metrics such as conversion rates, click-through rates, and customer journey mapping could enhance the accuracy and depth of campaign assessment.

From a practical standpoint, businesses aiming to integrate sustainability into their brand strategy can learn from AFES's model. Reward-based engagement, corporate partnerships, and education-driven marketing not only enhance public participation but also improve brand loyalty and stakeholder alignment. Moreover, the contingency mechanisms embedded in AFES's marketing, such as shifting from digital to on-ground strategies in response to performance, offer a replicable framework for managing campaign risks in uncertain environments.

Future research could explore the quantitative impact of reward-based environmental campaigns on consumer behaviour over time, examining metrics such as customer retention, brand perception, and waste reduction outcomes. Additionally, more empirical studies are needed to evaluate how ESG-aligned marketing strategies influence B2B relationships, especially in Southeast Asia's emerging green economy. Exploring the integration of marketing analytics in sustainability-focused industries would also offer valuable insights for data-driven decision-making.

In conclusion, the case of AFES illustrates how an environmentally focused organisation can leverage strategic marketing, cross-sector collaboration, and community engagement to build both commercial and ecological value. Its practices offer relevant lessons for businesses navigating the intersection of sustainability, innovation, and market competitiveness.

DISCUSSION QUESTIONS

1. How does AFES integrate sustainability into its marketing strategy?
2. What are the advantages and limitations of the current campaign evaluation methods used by AFES?
3. Discuss how the 4Ps framework is applied in AFES's marketing mix.
4. What role do strategic partnerships play in AFES's success?
5. What improvements could AFES make to enhance its marketing effectiveness and long-term impact?

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