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Journal of Asia Pacific Business

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Attached is the manuscript titled **“GREEN MARKETING PRACTICES AND ISSUES: A COMPARATIVE STUDY OF SELECTED FIRMS IN INDONESIA AND PHILIPPINES”** to be considered for publication in the Journal of Asia-Pacific Business.

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We hope the manuscript fits the scope and requirement of the Journal and we can engage to the conversation on the relevant area through this publication.

Yours sincerely,

Maria Y.D. Hayu Agustini

Corresponding author

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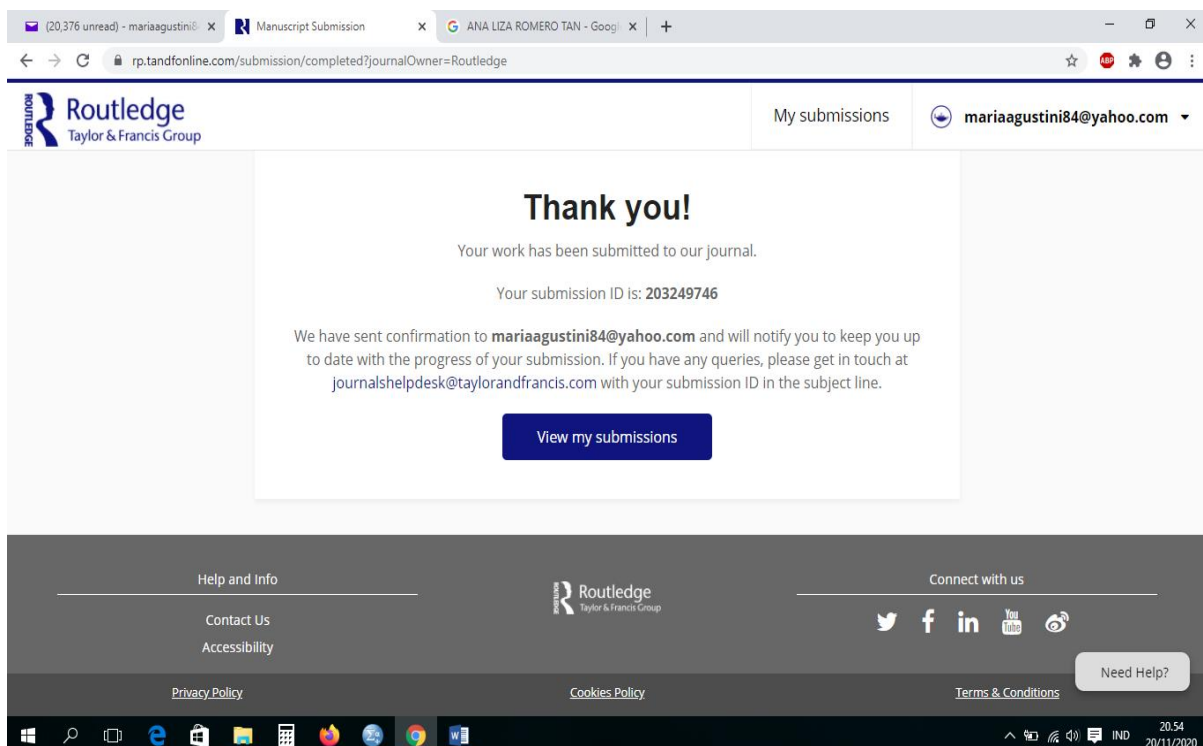
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Corresponding author



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Article DOI	10.1080/10599231.2021.1943807
Article Title	Green Marketing Practices and Issues: A Comparative Study of Selected Firms in Indonesia and Philippines

Corresponding Author: Maria Agustini (APA Signed, mariaagustini84@yahoo.com)

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Maria Agustini (APA Signed, mariaagustini84@yahoo.com)	Anna Baloran	April Bagano
Ana Tan	Sentot Athanasius	Berta Retnawati

December 6, 2018

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Maria Agustini , Anna Baloran , April Bagano , Ana Tan , Sentot Athanasius , Berta Retnawati 

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Green marketing has become increasingly important to promote environmental sustainability, and studies on the subject have been conducted, especially in developed countries. Therefore, this research evaluates the green marketing practices and issues of the selected firms in emerging countries. Information from in-depth interviews with three firms each from Indonesian and Philippines, which produce green products were explored and analyzed. The findings showed that the practices were slightly different due to variations in the level of knowledge, and the lack of consumers' awareness and acceptance of the product was the main issue faced by firms.

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