

Special Issue

Neuromarketing, Neuroeconomics, Neurotourism and Neuro- Robotics: Neural Mechanisms of Experience, Decision- Making and Interaction

Message from the Guest Editors

Recent advances in neuroscience, biometrics and artificial intelligence are transforming how experience, decision making and interaction are understood across domains such as marketing, economics, tourism and human-machine systems. While neuromarketing and neuroeconomics have become well-established fields, emerging areas such as neurotourism and neuro-robotics highlight the need for more integrative and interdisciplinary approaches. This Special Issue (SI) aims to bring together these domains by focusing on the neural and cognitive mechanisms that underpin human behaviour in complex and technology-mediated environments. It seeks to provide a platform for theoretical, methodological and applied contributions that advance the understanding of processes such as attention, perception, memory, emotion and agency in both human and human-machine contexts. We encourage submissions that bridge disciplines, propose integrative frameworks or apply neuroscience-based methods across contexts.

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You are invited to contribute a research article or a comprehensive review for consideration and publication in *Brain Sciences* (ISSN 2076-3425). *Brain Sciences* is an open access, peer-reviewed scientific journal that publishes original articles, critical reviews, research notes, and short communications on neuroscience. The scientific community and the general public can access the content free of charge as soon as it is published.

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