



Online Consumer Behavior: Multidisciplinary Approaches

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Message from the Guest Editors

Dear Colleagues,

This Special Issue welcomes the submission of research on digital marketing and consumer behavior that can facilitate the decision-making procedures of companies and administrations, and have a positive impact on both environment and community.

Multidisciplinary approaches are of interest in this Special Issue. We have chosen to focus on multidisciplinary analyses of digital consumer behavior, prioritizing those carried out by teams made up of members from different—and distant—areas of knowledge. Multidisciplinary approaches are common in the fields of artificial intelligence, augmented reality, metaverse, and neuromarketing; they are frequently used to develop innovative methodologies in the digital marketing area. These approaches enrich research results. The transfer potential of the results is another common denominator of the papers included in this issue.

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