



Online Consumer Behavior: Multidisciplinary Approaches

Guest Editors:

Prof. Dr. Marisa Del Río

Department of Business and Marketing, University of Santiago de Compostela, 15782 Santiago de Compostela, Spain

Prof. Dr. Emilio Ruzo-Sanmartín

Department of Business and Marketing, University of Santiago de Compostela, 15782 Santiago de Compostela, Spain

Prof. Dr. Concepción Varela-Neira

Department of Business and Marketing, University of Santiago de Compostela, 15782 Santiago de Compostela, Spain

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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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Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and
Natural Resources, Ohio State
University, Columbus, OH 43210,
USA

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Sustainability Editorial Office
MDPI, Grosspeteranlage 5
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