



Digital Marketing, Finance and Consumer Behaviour for Sustainability

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Message from the Guest Editors

In the last few decades, technological advances have substantially affected various sectors, industries and, most importantly, consumer life. Smartphones, the world's increasingly internet-savvy population and the full potential of the technology industry provide a myriad of opportunities for consumer interaction that need to be more studied.

Marketing and Finance have been affected by the momentous change in the technological culture, as the behaviour of the consumer who has extensive knowledge related to the products and services, they plan to buy and no longer responds to traditional marketing strategies as before.

There is still much to be understood about the impact of technological culture on digital marketing, finance and consumer behaviour, especially from (but not limited to) a sustainable perspective.

This Special Issue aims to broaden knowledge and understanding of the impact of advancing technologies on digital marketing, finance and consumer behaviour from a multidisciplinary perspective. We invite the scientific community to contribute to this Special Issue with different visions, and theoretical and methodological frameworks, which contribute to achieve this goal.





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