

## Special Issue

# Online Consumer Behavior: Multidisciplinary Approaches

### Message from the Guest Editors

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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### Guest Editors

Prof. Dr. Marisa Del Río  
Prof. Dr. Emilio Ruzo-Sanmartín  
Prof. Dr. Concepción Varela-Neira

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### Deadline for manuscript submissions

closed (31 August 2023)



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## Editor-in-Chief

Prof. Dr. Steve W. Lyon

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