

Special Issue

Neuromarketing and Sustainable Development: Latest Advances and Prospects

Message from the Guest Editors

Neuromarketing seeks to answer marketing questions by studying the human brain and the way it functions, pursuing a better understanding of how subconscious minds respond to marketing activities. It is a promising and leading technology that opens new opportunities to improve marketing strategies. Neuromarketing contributes in many ways to sustainability, such as sustainable consumption, the adoption of green technologies, and sustainable consumer decisions. Thus, neuromarketing studies can bring a new perspective to sustainability research. The aim of this Special Issue is to provide a forum to discuss neuromarketing and sustainable development, deepen our understanding of the recent advances and prospects, identify new trends, and disseminate the latest research findings. Experimental studies combining behavioral and physiological data and theoretical and conceptual explorations are welcomed in this issue. We look forward to receiving your contribution!

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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