# **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!

# **Guest Editors**

Prof. Dr. Vasiliki Vrana

Department of Business Administration, Business School, International Hellenic University, 62124 Serres, Greece

Dr. Subhankar Das

Department of Marketing and Socioeconomics, Duy Tan University of Đà Nẵng, Đà Nẵng, Vietnam

# Deadline for manuscript submissions

closed (31 December 2023)



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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. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full 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.

### 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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