



Exploring the Role of Emerging Technologies and Changing Consumer Behaviors in Green Marketing

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Deadline for manuscript submissions:

closed (11 April 2024)

Message from the Guest Editor

The topic “Exploring the Role of Emerging Technologies and Changing Consumer Behaviors in Green Marketing” refers to the examination of how new technologies and shifts in consumer attitudes and behaviors are influencing the way companies promote environmentally friendly products and practices. Emerging technologies play a crucial role in the development and implementation of green marketing strategies. With the emergence of new technologies, businesses can create innovative solutions to address environmental concerns and develop sustainable products. The focus is on understanding the intersection between technology, consumer behavior, and sustainability in the context of green marketing.

This Special Issue aims to push research on consumer behaviors in green marketing. We invite manuscripts that delve into the role emerging technologies in changing consumer behaviors in green marketing.





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Message from the Editor-in-Chief

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