

Publication	Author & Date	Title	Mind Control	Privacy & Confidentiality	Legislation & Public Policy	Autonomy & Informed Consent	Scientific Limitations & Validity	Vulnerable Groups	Personhood & Human Dignity	Main Focus	Author Discipline	Geographic Context
Conference Paper: 2022 International Conference on DASA	(Alsharif et al., 2022)	Neuromarketing in Malaysia: Challenges, limitations, and solutions	Y	Y	Y	N	Y	N	N	There is a predominant focus on the limitations to the implementation of neuromarketing in Malaysia, such as cost, setting requirements, and lack of awareness/knowledge about neuromarketing. These shortcomings present new considerations in defining privacy and confidentiality and avoiding consumer deception and manipulation.	Business & Social Sciences	Universiti Teknologi Malaysia & Islamic University of Gaza: Palestine
Frontiers in Psychiatry	(Akbarialiabad et al., 2021)	Threats to Global Mental Health From Unregulated Digital Phenotyping and Neuromarketing: Recommendations for COVID-19 Era and Beyond	Y	Y	Y	Y	N	Y	Y	The potential positive and negative outcomes of digital phenotyping and neuromarketing are explored, as they relate to making recommendations for the future. This involves adequately studying and testing technologies, promoting public awareness and transparency, and implementing regulatory processes to avoid unethical practices.	Psychiatry & Medicine	Shiraz University of Medical Sciences: Shiraz, Iran
Ethics & Behavior	(Bakardjieva & Kimmel, 2017)	Neuromarketing Research Practices: Attitudes, Ethics, and Behavioral Intentions	Y	Y	Y	Y	Y	N	N	This work analyzes the findings of two surveys aimed at analyzing individuals' perceptions of neuromarketing research. Important ethical considerations include the potential for mind control, invasions of privacy, and determining what ethical and legal regulations are necessary to protect against potential abuses.	Management & Marketing	ECSP Europe
Neuroethics	(Bradfield, 2021)	Shining a Light also Casts a Shadow: Neuroimaging	N	Y	Y	Y	Y	N	Y	This paper explores the ethical framework for dealing with	Law and Public Health	University of Melbourne:

		Incidental Findings in Neuromarketing Research								neuroimaging research incidental findings (NRIFs) in neuromarketing research. This involves analyzing the factors influenced by disclosure or non-disclosure of NRIFs and creating a standardized ethical procedure.		Melbourne, Australia
Journal of Decisions Systems	(Brierley et al., 2020)	Subconscious Marketing Communication Techniques and Legal Implications	Y	N	Y	Y	Y	N	N	Concerns are raised regarding the effectiveness of the current laws and regulations, as well as the potential for mind control. Thus prompting the researchers investigation of various sample populations' attitudes towards neuromarketing. They received contradictory opinions, suggesting the various populations investigated differ in feelings of ethical obligation and classification of unethical practices.	Business & Management, Marketing, & Commerce	Europe
Computational Intelligence and Neuroscience	(Cherubino et al., 2019)	Consumer Behavior through the Eyes of Neurophysiological Measures: State-of-the-Art and Future Trends	Y	Y	Y	Y	Y	Y	N	The text delves into what neuromarketing is, the neuroscience techniques it utilizes, as well as what each measures, and its specific advantages and disadvantages. A range of ethical dilemmas are presented, ranging from consumer-oriented concerns (e.g., mind control) to marketing-specific (e.g., providing accurate media representation) or research-specific issues (e.g., privacy, vulnerable groups, etc).	Medicine Sciences, Communication, & Social Research	Sapienza University of Rome: Rome, Italy
Frontiers in Neuroscience	(Christensen et al., 2022)	Choice Hygiene for "Consumer Neuroscientists"? Ethical Considerations	Y	Y	Y	Y	Y	Y	Y	This review explores the history of neuromarketing, highlighting the potential for deception	Neuroscience & Psychology	Max-Planck-Institute for Empirical Aesthetics: Frankfurt,

		and Proposals for Future Endeavors								and ethical misconduct similar to trends seen in the past. Near the end of this review, a list of recommendations is provided for the following domains: scientists/academics and research institutions working with industry, companies providing marketing services, policymakers, and individuals (i.e. the consumer). These recommendations highlight some of the major ethical considerations discussed, such as distortion of consumer behavior, human dignity, and methodological constraints of the field.		Germany & Tehran, Iran
Springer; Book Chapter	(Clark, 2017)	Dealing with the Devils: The Responsibility of Neuromarketing Practitioners in Conducting Research for Ethically Questionable Client Agendas	Y	Y	Y	Y	N	Y	N	This book chapter discusses the marketing industry's history of ethical misconduct, drawing particular attention to the 1950s stealth marketing tactics. In discussing these topics, current neuromarketing ethical standards are outlined, highlighting the industry's attempts to avoid consumer manipulation.	Psychology & Brain Sciences	Dartmouth College, Hanover: New Hampshire, U.S.
Frontiers in Communication	(Crespo-Pereira et al., 2020)	Implementing Neuromarketing in the Enterprise: Factors That Impact the Adoption of Neuromarketing in Major Spanish Corporations	Y	Y	Y	Y	Y	Y	Y	This publication delves into influencing factors on the adoption of neuromarketing in major spanish corporations. At the forefront of concern is the reputation of neuromarketing, which is often associated with the tendency to overclaim. Other ethical considerations include those of dignity, autonomy, privacy, manipulation,	Economics & Communication	Ecuador & Spain

										as well as methodological limitations.		
Interdisciplinary Description of Complex Systems	(Coscic, 2016)	Neuromarketing in Market Research	Y	N	Y	Y	N	N	N	The author conducted a market research study utilizing eye tracking, one of neuromarketing's widely used techniques. Within the overview of neuromarketing and its' techniques, attention is drawn to ethical concerns within current literature. Such discussion includes topics such as invasiveness, consumer manipulation, and free will.	Business Informatics	Zagreb: Croatia
Springer; Book Chapter	(Ducu, 2017)	Topoi in Neuromarketing Ethics	Y	Y	Y	Y	Y	Y	Y	This work highlights the distinctions between neuromarketing research and its applications, as well as the ethical implications of these differences. An emphasis is placed on the role of regulatory guidelines on the protection of human subject's privacy, informed, consent, autonomy, vulnerable populations, and incidental findings. Further areas of concern pertain to scientific dishonesty regarding neuromarketing's capabilities and scientific validity (e.g., transparency, cherry-picking, authorship issues).	Management & Applied Ethics	Bucuresti: Romania
Springer; Book Chapter	(Dumont, 2017)	The Ethics of Neuromarketing in Sports	Y	Y	Y	Y	N	N	N	This chapter narrows in on the ethical implications of neuromarketing in sports. At the forefront of ethical concern is consumer manipulation, and how this may impact the consumers' free will.	Marketing	Plymouth State University: New Hampshire, U.S.

Conference Paper: 12th Annual DOKBAT Meeting	(Durd'akova, 2016)	Ethical Aspects of Neuromarketing	Y	Y	Y	Y	Y	N	Y	The article begins by outlining the background and motives behind neuromarketing, focusing on understanding consumer purchasing behavior. It introduces ethical frameworks from related domains (e.g., international chamber of commerce) and explores core ethical concerns, such as privacy, autonomy, and dignity, along with issues specific to neuroethics, like free will. Additionally, it raises concerns about the potential misuse of neuromarketing findings.	Management & Economics	Tomas Bata Univeristy in Zlín: Zlín, Czechia
Journal of Marketing Management	(Eser et al., 2011)	Perceptions of Marketing Academics, Neurologists, and Marketing Professionals about Neuromarketing	Y	Y	N	Y	N	Y	N	The study uses qualitative analysis via surveys to explore attitudes of academics, neurologists, and marketing professionals toward neuromarketing. Questions were categorized into three groups: "interest and participation," "awareness and knowledge," and "ethics." Ethical considerations include determining whether neuromarketing is seen as manipulative, protecting those at risk of harm, and safeguarding autonomy.	Marketing & Economics	Baskent & Gazi Universities: Turkey
Harvard Review of Psychiatry	(Fisher et al., 2010)	Defining Neuromarketing: Practices & Professional Challenges	Y	Y	Y	Y	Y	N	N	The publication examined websites of companies that offer neuromarketing services, noting that few publish results of studies, raising concerns about tendencies to report bias or withhold data. The unclear academic foundations of neuromarketing	Psychiatry	Columbia University & New York State Psychiatric Institute: New York, U.S.

										presented highlight discourse on trust and the need for clear and accurate communication of scientific evidence and methods. Further ethical considerations include self-agency, free will, and privacy.		
Oxford Academic	(Haynes, 2012)	Brain Reading: Decoding Mental States From Brain Activity In Humans	N	Y	N	N	Y	N	N	The primary focus of this work is on the potential for "brain reading," or the ability of researchers to decode an individual's thoughts. Within the field of neuromarketing, this raises concerns of the prediction and manipulation of consumer behavior. This also brings into discussion notions of mental privacy and data security practices.	Neuroscience	Bernstein Center for Computational Neuroscience: Berlin, Germany
Springer; Book Chapter	(Hensel et al., 2017a)	A Guideline for Ethical Aspects in Conducting Neuromarketing Studies	N	Y	Y	Y	Y	Y	Y	This chapter is primarily focused on outlining key components of neuromarketing ethics and existing ethical guidelines (e.g., NMSBA, ESOMAR). When developing this framework, an emphasis is placed on the protection of all persons who may be harmed or exploited by neuromarketing. Adequately providing this protection relies upon many ethical protections, including transparency, consumer autonomy, vulnerable groups, privacy, incidental findings, and validity.	Marketing	Hamburg: Germany
Cogent Psychology	(Hensel et al., 2017b)	Conducting neuromarketing studies ethically-practitioner perspectives	Y	N	Y	Y	Y	Y	N	Ethical discourse in this study draws upon interviews with neuromarketing practitioners in order to highlight potential concerns about the commercial use of neuromarketing. Topics discussed	Marketing & Neuroscience	Helmut Schmidt University: Germany & Bucharest University of Economic Studies: Romania

										within interviews consisted of consumer manipulation, autonomy, vulnerability, and the disclosure of tools and measurement scales. Concerns pertaining to scientific limitations narrow in on sample size, quality of data, and ensuring interpretation from neuroscientists.		
BMC Neurology	(Javor et al., 2013)	Neuromarketing and consumer neuroscience: contributions to neurology	Y	Y	Y	N	Y	Y	N	This work provides a neurology-based analysis of neuromarketing and its key ethical considerations. Existing ethical guidelines are overviewed, as well as concerns related to scientific validity (e.g., overclaiming). Within this ethical overview, a clear need for ethical standards is expressed through the discussion of influencing purchase behavior, protection of research subjects and vulnerable groups, and handling incidental findings.	Neurology & Psychiatry	Linz General Hospital: Austria
Journal of Consumer Protection and Food Safety	(Kenning & Linzmajer, 2011)	Consumer neuroscience: an overview of an emerging discipline with implications for consumer policy	Y	Y	Y	N	Y	N	N	The article primarily serves to provide an overview of consumer neuroscience, or neuromarketing, with a focal point on neuroscience techniques and policy implications. Discussion pertaining to ethics centers around topics of neuroethics and the notion that neuromarketing may be able to control consumers.	Marketing	Zeppelin University: Germany
IEEE Transactions on Cognitive & Developmental Systems	(Khurana et al., 2021)	A Survey on Neuromarketing Using EEG Signals	Y	N	N	N	Y	N	N	The main topics of discussion in this work pertain to the applications of neuromarketing, such as, the neuroscience techniques utilized,	Computer Science and Engineering	Indian Institute of Technology Roorkee: India

										experimental conditions, methodological limitations, and computational approaches. Ethical discourse is limited, with an emphasis on autonomous decision-making, predicting and manipulating consumer decision-making, and the importance of transparency and reliability.		
Springer; Book Chapter	(Laureckis & Miralpeix, 2017)	Ethical and Legal Considerations in Research Subject and Data Protection	Y	Y	Y	Y	Y	Y	N	This chapter delves into ethical and legal considerations of neuromarketing necessary for the protection of human subjects and personal data. Key areas of consideration are privacy rights, topics of neuroethics, data protection and confidentiality, the protection of vulnerable groups, and free will. A particular emphasis is placed on the process of informed consent and the importance of transparency in this process.	Business, Economics, Marketing & Psychology	Madrid, Spain, Lisbon, Portugal, & Hamburg Germany
Journal of Business Research	(Lim, 2018)	Demystifying Neuromarketing	N	Y	Y	Y	Y	Y	N	Ethical discourse in this text focuses on the protection of research subjects, highlighting the topics of informed consent, vulnerability, and the potential for deception. Additional attention is drawn to the potential for studies to occur without ethics review and concerns of scientific reliability, validity, and transparency of findings.	Business	Swinburne University of Technology: Malaysia
Journal of Consumer Policy	(Luna-Nevarez, 2021)	Neuromarketing, Ethics, and Regulation: An Exploratory Analysis of Consumer Opinions and	Y	Y	Y	Y	Y	Y	N	This study utilized a social media mining approach to explore attitudes of individuals towards neuromarketing. Their	Management & Marketing	Texas A&M University: Texas, U.S.

		Sentiment on Blogs and Social Media								findings highlighted ethical concerns related to vulnerability (children, obese people, alcohol addicts, etc), data misuse, informed consent, and the validity of the field. Further questions were raised about the generalizability of findings and the capabilities of neuromarketing techniques.		
Springer; Book Chapter	(Lungu, 2017)	The Limits and the Ethics of Consumer Profiling	Y	Y	Y	Y	Y	N	N	This chapter narrows in on the limitations and ethical implications of consumer profiling via neuromarketing. Discussion of limitations highlights the technological factors limiting neuromarketing findings, as well as the shortcomings of existing ethical frameworks (e.g., the NMSBA's Code of Ethics). Exploration of these topics underscores the importance of examining personal freedom, privacy and confidentiality, and the potential for consumer manipulation.	Behavioral Analysis, Cognitive Science, Logic, Philosophy	Romania
Springer; Full Book	(Martineau & Racine, 2019)	Organizational Neuroethics: Reflections on the Contributions of Neuroscience to Management Theories and Business Practices	Y	Y	Y	Y	Y	Y	N	The field of neuromarketing is not the primary focus of this book, but is rather discussed due to its association with neuroethics. Within discourse pertaining directly to neuromarketing, large-scale considerations include distinguishing between consumer neuroscience and neuromarketing, and addressing concerns of overclaiming and transparency of study	Management & Health Ethics	HEC Montreal, University of Montreal, & McGill University: Montreal, Canada

										results. More specific considerations revolve around informed consent and privacy procedures, as they relate to protecting consumers from marketing strategies that target the subconscious (e.g., unlocking the "buy button").		
Handbook on Neuroethics	(Matthews, 2014)	Neuromarketing: What is It, and is It a Threat to Privacy?	Y	Y	N	Y	Y	N	Y	This article raises questions about both the accuracy and usefulness of imaging data for marketing purposes, as well as the quality of sample sizes. These concerns are paired with ethical considerations related to consumer exploitation, such as brain privacy, autonomy, and vulnerability. More direct concerns of manipulation arise within the discussion of the potential of neuromarketing to unlock the "buy button."	Ethics	Australian Catholic University: Sydney, Australia
Studies in Christian Ethics	(Messer, 2021)	Judging the Secret Thoughts of All: Functional Neuroimaging, 'Brain Reading', and the Theological Ethics of Privacy	Y	Y	N	Y	Y	N	Y	The predominant topics of ethical discourse in this work pertain to privacy (specifically informational, decisional, and mental privacy) and fears of mind control. Fears of mind control are highlighted by references to "brain reading," as well as ethical concerns related to autonomy and human dignity.	Ethics & Theology	University of Winchester: United Kingdom
Psychology & Marketing	(Mileti et al., 2016)	Nanomarketing: A New Frontier for Neuromarketing	Y	Y	Y	Y	Y	Y	Y	This work provides a broad overview of some of the ethical implications of neuromarketing. In particular, the validity of the field is questioned, especially in regard to the scientific validity of neuroimaging studies. Other major	Economics & Marketing	University of Salento: Italy

										considerations include the unethical manipulation of consumers, violations of autonomy, and the involvement of vulnerable groups.		
International Journal of Communication	(Nemorin & Gandy, 2017)	Exploring Neuromarketing and Its Reliance on Remote Sensing: Social and Ethical Concerns	Y	Y	Y	Y	Y	Y	Y	This study utilizes a social media mining approach to investigate attitudes towards neuromarketing. Before this investigation, background is provided regarding complaints filed against neuromarketing ethics (by consumer advocacy groups), as well as relevant voluntary guidelines. Findings report a particular concern about the involvement of vulnerable groups and their exploitation, the generalizability and validity of research, data misuse, and informed consent.	Economics & Political Science	London School of Economics and Political Science: United Kingdom & University of Pennsylvania: U.S.
Neuroethics	(Olteanu, 2015)	Neuroethics and Responsibility in Conducting Neuromarketing Research	Y	Y	Y	Y	Y	Y	N	This work draws upon existing ethical guidelines within the realms of neuroethics, the NMSBA, and ESOMAR. Ethical concerns tend to fall into two categories, first, the protection of free will and identity which encompasses autonomy and vulnerability. Then, the second category refers to data and information, such as transparency, privacy, and the potential for mind reading.	Economics, Business, & Marketing	"Alexandru Ioan Cuza" University: Iasi, Romania
Wageningen Academic; Book Chapter	(Petz & Haas, 2017)	Ethical Issues of Neuromarketing	Y	Y	Y	Y	Y	Y	N	This work covers a wide range of ethical concerns of neuromarketing, ranging from the identification of acceptable versus unacceptable as setting varies and pertinent ethical	Marketing & Innovation	University of Natural Resources and Life Sciences Vienna: Austria

										codes. While organizations like the NMSBA, ICC, and ESOMAR provide voluntary ethical codes, these do not encompass the scoping array of issues associated with neuromarketing. Ethical concerns are discussed using the categories of fair or sharp business (e.g., consumer protection, validity), liability for errors (e.g., negligence), personal integrity rights (e.g., informed consent), consumer profiles (e.g., vulnerability), data management (e.g., unexpected findings), media and representation (e.g., transparency), and techniques and praxis (e.g., neuroscience techniques).		
Amfiteatru Economic	(Pop et al., 2014)	Ethical Responsibility of Neuromarketing Companies in Harnessing the Market Research - A Global Exploratory Approach	Y	Y	Y	Y	Y	Y	N	This study explores the ethical responsibility of neuromarketing, by first providing important background, then delving into results obtained from an exploratory survey of NMSBA members. This exploration aims to highlight the obligations of neuromarketing practitioners to beneficiaries (i.e., the companies providing the product/service) and consumers. Their findings underscore the difference between ethical objections of clients versus research subjects, the notion that neuromarketing does not cause negative moods, and the fact that company attitudes towards ethical protection of	Marketing & Neuroscience	Bucharest University of Economic Studies: Romania & The Babes-Bolyai University of Cluj-Napoca: Romania

										participants varies. In contrast, their findings do not indicate that the companies studied found the employment of an ethics specialist to be important to research design, as indicated by the lack of interaction with these professionals.		
Springer; Book Chapter	(Pop et al., 2017)	Ethical Considerations regarding Stakeholders in Neuromarketing Research. Empirical Insights from NMSBA Corporate Members, TAAN Advertising Agencies and Romanian Companies	Y	Y	Y	Y	N	Y	N	The chapter narrows in on the concerns of stakeholder groups involved in neuromarketing, such as companies that are conducting neuromarketing research (neuromarketing firms) and companies that benefit from using this research for promotional purposes (advertising agencies). The opinions of these groups are analyzed, creating a focal point on the importance of developing a unitary code of ethics. Such code would highlight ethical considerations like, data management, vulnerable groups, informed consent, and consumer manipulation.	Marketing & Neuroscience	Bucharest University of Economic Studies: Romania & The Babes-Bolyai University of Cluj-Napoca: Romania
Journal of Advertising	(Rapp et al., 2009)	Advertising and Consumer Privacy	Y	Y	Y	Y	N	N	Y	This article primarily focuses on the public policy and privacy concerns pertinent to advertising strategies, such as neuromarketing. At the core of ethical discourse is the significance of privacy, and the ways in which protection may vary across methodologies. Within this realm, considerations must be made like balancing responses to policy issues with business interests and consumer protections.	Business, Marketing, Economics, & Management	University of Nebraska, Villanova School of Business, Brenau University, & Niagara University: U.S.

Cognitive Neurodynamics	(Robaina-Calderin & Martin-Santana, 2021)	A Review of Research on Neuromarketing using Content Analysis: Key Approaches and New Avenues	Y	Y	Y	N	Y	N	N	This systematic review endeavors to provide an overview of the field of neuromarketing by utilizing a base dictionary and text mining. Their findings draw attention to a wide variety of approaches within the field of neuromarketing, with a diverse array of ethical concerns (ranging from methodological in nature to legislative/regulatory).	Economics & Business	Universidad de Las Palmas Gran Canaria: Las Palmas, Sprain
Conference Paper: 2nd International Conference on Strategic Innovative Marketing	(Ruanguttamanun , 2014)	Neuromarketing: I Put Myself into a fMRI Scanner and Realized I Love Louis Vuitton Ads	Y	N	N	N	Y	N	N	This work begins by introducing the field of neuromarketing and its potential to better understand the consumer subconscious. The investigation is primarily concerned with how applications of fMRI are utilized within the field.	Business	Maharakham University: Thailand
Neuroethics	(Shahriari et al., 2020)	The Meta-Analysis of Neuro-Marketing Studies: Past, Present, and Future	Y	Y	N	Y	Y	Y	Y	This meta-analysis performs a text-mining cluster analysis of 6 clusters to explore progress within the field of neuromarketing. The third cluster, specifically, analyzes ethical issues, which arise in n=28/311 of the sampled works. Their analysis highlights key ethical issues of neuroimaging (e.g., incidental findings, informed consent, vulnerability, etc) alongside larger-scale neuroethics concerns. Moreover, the sampled literature showed a clear delineation between the protection of two groups, those who may be harmed by neuromarketing (consumers) and those	Economics, Management, & Civil Engineering	Semnan University & Islamic Azad University: Iran

										being studied (participants).		
BMC Life Sciences, Society, and Policy	(Sieber, 2019)	Souled Out of Rights? - Predicaments in Protecting the Human Spirit in the Age of Neuromarketing	Y	Y	Y	Y	N	N	Y	The text delves into what neuromarketing is, the neuroscience techniques it utilizes, as well as what each technique measures and its specific advantages and disadvantages. A range of ethical dilemmas are presented, ranging from consumer-oriented concerns (e.g., mind control) to marketing-specific (e.g., providing accurate media representation) or research-specific issues (e.g., privacy, vulnerable groups, etc).	Political Theory, Human Rights, & Ethics	Wisconsin: U.S.
Innovative Marketing	(Skriabin et al., 2021)	Neurotechnologies in the Advertising Industry: Legal and Ethical Aspects	N	Y	Y	Y	N	N	Y	The publication explores the legal and ethical atmosphere of neurotechnologies in the advertising industry (such as neuromarketing). A strong emphasis is placed on the need for ethical and legal frameworks, which could draw upon insight from the FTC, neurolaw, and the NIH BRAIN Initiative. Ethical considerations are further subdivided into bioethical, professional, and humanistic, which strive to address differing core ethical concerns.	Law, Communication, & Advertising & Public Relations	Ukraine
Organizational Research Methods	(Spence, 2019)	Neuroscience-Inspired Design: From Academic Neuromarketing to Commercially Relevant Research	Y	N	N	N	Y	Y	N	The work serves to highlight key challenges associated with translating academic neuroscience research into real-word applications of neuromarketing. This discourse largely revolves around concerns about the field's ecological	Experimental Psychology	University of Oxford: United Kingdom

										validity, generalizability (due to primarily WEIRD sample populations), and the effectiveness of reverse inferences.		
Journal of Business Ethics	(Stanton et al., 2016)	Neuromarketing: Ethical Implications of its Use and Potential Misuse	Y	Y	Y	Y	Y	Y	Y	This publication highlights a scoping range of ethical issues associated with neuromarketing, opening with concerns of consumer advocacy groups. Discussion centered on ethics covers a variety of topics, such as, privacy, autonomy, dignity, and personhood. Concerns about predicting and influencing consumer choices are also highlighted, followed by broader concerns like academia vs industry, methodological rigor, and transparency.	Business, Ethics, Psychology & Neuroscience	Oakland University, Duke University: U.S.
Springer; Full Book	(Thomas et al., 2017)	Ethics and Neuromarketing: Implications for Market Research and Business Practice	Y	Y	Y	Y	Y	Y	Y	This book covers a wide range of topics related to neuromarketing, which are not limited to ethical discussion. At the core of ethical discussion are several overarching categories, such as methodological and transparency concerns, ethical and legal considerations, research participant versus consumer protection, and ethical implications of stakeholders. A consistent theme within is the importance of establishing ethical and legal regulations within the field.	Marketing, Business, Economics, Research Management and Applied Ethics, & Neuromarketing	University of Akron: U.S., Bucharest Academy of Economic Studies & Centre for Advanced Research in Management and Applied Ethics: Bucharest, Romania
Springer; Book Chapter	(Trettel et al., 2017)	Transparency and Reliability in Neuromarketing	Y	Y	Y	Y	Y	Y	N	The book chapter narrows in on issues of transparency and reliability within the field of neuromarketing. A central focus is created on improving	Neuromarketing, Marketing, & Neuroscience	BrainSigns & Sapienza University: Rome, Italy

										transparency via communication, the importance of informed consent, and sharing scientific references of methodologies. These concerns are further exacerbated by misperceptions regarding neuromarketing's capabilities.		
Science and Engineering Ethics	(Ulman et al., 2015)	Ethical Issues in Neuromarketing: "I Consume, Therefore I Am!"	Y	Y	Y	Y	Y	Y	Y	The work covers a broad range of ethical concerns, beginning by distinguishing between neuromarketing and consumer neuroscience. On one side of ethical concern are questions of scientific validity, transparency, and reliability, which are underscored by misinterpretation and overinterpretation of findings. Regarding human rights, ethical issues span from privacy and confidentiality, informed consent, and vulnerable groups to the development of ethical and legal frameworks.	Ethics, Cognitive Science, & Biomedical Engineering	Acibadem University School of Medicine, Middle East Technical University, & Bogazici University: Turkey
Conference Paper: ICIBSoS 2012	(Vashishta & Balaji, 2012)	Social Cognitive Neuroscience, Marketing Persuasion, and Customer Relations	Y	Y	N	N	N	N	N	This literature review explores several persuasion models used within marketing practices. Within this discussion, ethical concerns highlighted are primarily limited to notions of the "buy button," consumer manipulation, and privacy and confidentiality.	Business, Management, & Engineering	Bharathiar University, Alliance University, & Vel Tech High Tech Engineering College: India
Journal of Consumer Affairs	(Wilson et al., 2008)	Neuromarketing and Consumer Free Will	Y	Y	Y	Y	N	N	Y	This publication's analysis of neuromarketing is particularly focused on implications of free will and Rawlsian Justice. In order to do so, several key marketing persuasion models are explored	Business & Management	Niagra University, University of South Florida St. Petersburg, and Villanova School of Business: U.S.

										as well as ethical dilemmas such as consumer manipulation, and informed consent.		
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