

Category Examined	Definition	Response Categories			Frequency Count
Note: Highlighting of the Response Categories Corresponds to the Highlighting of the Supplementary Table.					
Stakeholder Implications	This category evaluates which stakeholder groups are discussed within the sampled works.	Researchers			26
		Research Participants			22
		Business Professionals			36
		Consumers/General Public			40
Ethical Perspective	This criterion differentiates between discussions of research ethics (e.g., participant protections) and applied ethics (e.g., real-world implications of neuromarketing in commercial contexts). <i>Note: * denotes articles with discourse solely on the theme of Scientific Limitations & Validity</i>	Research Ethics:	Yes	No	34
		Applied Ethics:	Yes	No	32
Conceptual Clarity	Conceptual Clarity assesses whether each ethical theme has been clearly defined and analyzed within each publication.	Yes			N/A
		No			N/A
Depth of Ethical Analysis	Following the classification of conceptual clarity, themes which were considered conceptually clear were scored on a 4-point Likert scale analyzing the comprehensiveness of their engagement with ethical issues.	1. Identified: The ethical theme(s) is/are			5
		2. Brief: The ethical theme(s) is/are described			16
		3. Moderate: The ethical theme(s) is/are			18
		thoroughly analyzed with examples, evidence, and counter arguments, a comprehensive view, or recommendations.			8
Author Discipline	This category examines the disciplinary background of the authors to understand how expertise may influence the study's ethical analyses.	Business & Marketing			31
		Social Sciences			19
		Science & Medicine			11
		Humanities			12
		Technology & Engineering			4
		Law & Public Policy			2
Citation Count	This value reflects the number of citations each study had received on Web of Science as of 2022 and is used as a proxy for scholarly impact. For articles that did not appear on Web of Science, citation counts were retrieved from PhilPapers.	N/A			N/A