

Preface: Proceedings of 2024 International Conference on Applied Psychology and Marketing Management

Welcome to the Proceedings of the 2024 International Conference on Applied Psychology and Marketing Management. This conference, held in [Conference Location], gathers scholars and practitioners worldwide to explore the integration of psychological principles and marketing strategies.

In today's dynamic environment, understanding consumer behavior and developing effective marketing strategies requires a deep comprehension of psychological theories. This conference aims to bridge theory and practice, fostering the exchange of innovative ideas and practical insights.

The contributions in these proceedings cover a wide range of topics, including consumer behavior, digital marketing, brand management, organizational psychology, and workplace mental health. Each paper has undergone rigorous peer review to ensure academic quality and integrity.

We extend our gratitude to our keynote speakers for their visionary perspectives, the organizing committee, reviewers, and session chairs for their dedication, and all authors and participants for their contributions and engagement.

We hope this conference inspires continued innovation and collaboration in applied psychology and marketing management.

Sincerely,

The Organizing Committee of APMM 2024