
Retraction notice

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The publishers of *Journal of Islamic Marketing* wish to retract the article Shahzad, M.F., Yuan, J., Arif, F. and Waheed, A. (2024), "Inside out. Social media videos and destination branding. Neuromarketing using EEG technique", *Journal of Islamic Marketing*, Vol. 15 No. 3, pp. 886-918, <https://doi.org/10.1108/JIMA-08-2022-0236>.

It has come to our attention that a large portion of this article is taken, without attribution, from a thesis submitted to the University of Management and Technology by Asim Sultan in 2020, "The Role of Social Media Videos in Tourist's Destination Selection: A Neuromarketing Analysis Using EEG Technique". The article has been retracted at the request of the authors and this decision has been taken in accordance with Emerald's publishing ethics and the COPE guidelines on retractions.

The publishers of the journal sincerely apologize to the readers.

