

Research Seminar on Digital Media and Extended Reality in Marketing



Customer reactions to digital media messages: a neuroscience and extended reality perspective.



Alberto Badenes

Early-stage researcher, University of Valencia

His current project explores neurophysiological reactions to augmented reality in the hospitality sector, under the supervision of Prof. Enrique Bigné and Prof. Carla Ruiz. He is beholder of a FPU grant issued by the Spanish Ministry of Education (grant number FPU17/01738).

His assorted research interest lies at marketing and corporate social responsibility communication through digital media to understand consumers' cognitive and emotional reactions from a combined neurophysiological and subjective perspective.

Addressed to: Ph.D. students and marketing scholars

Date: May 11th, 2022.

Room: Facultat d'Economia. Room 5P01.

Schedule: 12:30

Registration: [here](#)

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