



## 2<sup>nd</sup> Training Week

# CONSUMER NEUROSCIENCE AND VIRTUAL REALITY

Hosted by Enrique Bigne,  
Department of Marketing and Market Research,  
University of Valencia

### **Monday, Nov. 30**

11:30. Consumer behavior, Professor. Salvador Ruiz de Maya, University of Murcia.

15:00. eRetail. Jie Zhang, Professor of Marketing & The Harvey Sanders Fellow of Retail Management, University of Maryland.

17:30. Research directions in VR, Profesor Michel Wedel, Distinguished University Professor and PepsiCo Chair in Consumer Science, University of Maryland.

### **Tuesday, Dec. 1**

9:00. BIOscience & NEUROscience in Marketing, Prof. Luiz Moutinho, University of Suffolk.

11:00. Consumer neuroscience, Professor. Hilke Plassman, INSEAD's Octapharma Chair in Decision Neuroscience

12:00. Consumer neuroscience, Aiqing Ling, Assistant Professor in Marketing, UC Dublin

15:00. VR and neuroscience. Dr. Thomas Zoëga, CEO of Neurons Inc.

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