

Valencia Managerial Marketing Seminar

We are pleased to announce the **6th Managerial Marketing Seminar, MaMaS**, of the Faculty of Economics of the University of Valencia on:



Applied Consumer Neuroscience in Marketing Series III: fMRI and fNIRS

Under the umbrella of the [Rhumbo European Project](#) -ITN on subconscious brain processes through the use of mixed reality technologies (MRT) and advanced biometric signals processing-, this collection of seminars on **Applied Consumer Neuroscience in Marketing** aims to introduce applied research in consumer neuroscience through **fMRI and fNIRS**, studies.

The seminar is addressed to **I**nternational **M**aster in **B**usiness **A**dministration-marketing specialization ([iMBA](#)), Ph.D. students in marketing, academics, and managers.

Seminar **III** will be held on **May 13** at *the Faculty of Economics*, University of Valencia.

Program:

15:30: Welcoming. Enrique Bigné, **Digital Marketing** Research Unit, Universitat de Valencia.

15:35-16:30: The potential of fMRI to better understand the neural mechanisms of consumer decision-making. Luis-Alberto Casado, University of Granada.

16.30-17:30: fNIRS in consumer neuroscience – a new way to shed light into the consumer decisions-making processes: Nadine R. Gier, Heinrich-Heine-University Düsseldorf

Room. Villalonga. 1st Floor, Faculty of Economics. Guest speakers might be online

Registration is required: Fill in your form by clicking [here](#). Free for students and academics. Managers by invitation.

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