

Marketing Research Seminar:

Measurement with Electroencephalography



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Bachelor's degree in Electrical Engineering, University of Zanjan, Master in Biomedical Engineering at Amirkabir University of Technology

He has worked on EEG functional connectivity analysis of ADHD children during facial emotion recognition task using machine learning and graph theoretical analysis

This **Seminar** aims to address how brain responses obtained through EEG are analyzed. The main purpose of this seminar is to explore how to apply technical analysis of EEG into consumer behavior

To Whom: PhD students and academics with a focus on consumer neuroscience

Date: March 29-30 at the Faculty of Economics, University of Valencia.

Rooms: Mornings: 038; Afternoons: 035, West Building. Remote attendance will be provided

Time: 9:00-12; 15:00-18:00 hours

Registration: This is a free seminar but only a limited number of seats are available. Please submit your registration to blanes6@alumni.uv.es

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