

# 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 I: Eye-Tracking

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 **Eye-Tracking** 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 **I** will be held on **April 22** 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: Neurocorrelates of consumer choice: Evidences from Eye-tracking research. Svetlana Bialkova, Liverpool Business School.

16:30-17:30: Eye-tracking applications to marketing. Francisco Muñoz Leiva, Department of Marketing and Market Research Universidad de Granada.

17:30-18:30: Eye tracking and skin conductance in marketing research. Joao Guerreiro, ISCTE Business School

**Room.** Sanchez Ayuso. 1<sup>st</sup> Floor, Faculty of Economics. Guest speakers might be online

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

Sponsored by:

EU Research Project on mixed reality technologies (MRT) and advanced biometric signals processing	Generalitat Valencia Prometeo research project on Mixed Reality and Brain decisions	