

Research Seminar on Consumer Neuroscience in Marketing



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 research seminars aims to introduce the latest research.

Measuring Customer Journey in Augmented and Virtual Reality



Aline Simonetti

Marie Curie Researcher, University of Valencia

Her current project is on Information processing on advertising stimuli under the supervision of Prof. Dr. Enrique Bigné, and it is part of the Rhumbo project funded by Marie Skłodowska-Curie Actions (grant 813234).

Her research interests lie in the use of behavioural neuroscience, and virtual reality tools to understand consumer behaviour.

Agenda:

Enrique Bigné, Digital Marketing Research Unit, Universitat de Valencia.

Aline Simonetti, Universitat de Valencia.

Addressed to: Ph.D. students and marketing scholars

Date: November 18th.

Room: Facultat d'Economia. Room 5P01.

Schedule: 12:30

Registration: Limited seats. Registration is required. Click on [here](#)

Sponsored by:



EU Research Project on mixed reality technologies (MRT) and advanced biometric signals processing