



Ciências
ULisboa

Seminário de Métodos Quantitativos em Marketing

Quantified-Self: Neuromarketing

Prof. Hugo Ferreira

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Faculty of Sciences - University of Lisbon

In this seminar, we will discuss how the progressive digitization of the self, via wearables and human-machine interaction, is opening up new research and market opportunities, namely neuromarketing.

We will delve into the concepts, physiological signals, techniques, and applications involved, and finally on future perspectives.

Local: [Plataforma Zoom](#)

[Password: 782859](#)

[Meeting ID: 895 3659 1804](#)

15 DEZEMBRO 2020 (3.ª feira) – 18h