

EFCM/MBM, XX edition, Closing Seminar
University of Padova's 800th anniversary
25th February 2022,
Aula I. Nievo, Palazzo Bo

“Knowing the Consumers from their Footprints: Insights from Neuromarketing & Content Analytics”

10.00

Welcome Greetings

Giacomo BOESSO, MBM Director, UniPd

Marie-France ZUMOFEN, Director of ISIPCA

Paola VALBONESI, Director of the Department of Economics and Management

10.30

Roundtable Keynote Speakers

Chair: Francesco Favotto, Emeritus Professor of Business Administration, UniPd

Francesco GALLUCCI and Caterina GAROFALO, Associazione Italiana di Neuromarketing (AINEM)

“Neuromarketing: new deep insights for a Brain driven marketing”

Christian CALDATO and Luca ARTESINI, TSW S.r.l.

“Neuroscience: scientific protocols to measure consumer perceptions of cosmetics”

Antonio COMELLI and Silvia CREPONI, THRON S.p.A

“Content Analytics: moving beyond the content”

12.30

University 800th Anniversary Perfume presentation

Claudia Scattolini, EFCM-MBM 2001-2003 Alumni



12.45

Final Greetings

Dominique VICHARD, EFCM Academic Director, UVSQ

Lydie GUMERY, Pedagogical Director, ISIPCA

Alessandra SEMENZATO, MBM Deputy Director, UniPd

To join online: <https://unipd.zoom.us/j/81655924133>

ID: 816 5592 4133

Useful information

How to get there:

The nearest airport to Padova is the Marco Polo International Airport (about 30 Km) Connections are provided by a bus service (Busitalia), running every half an hour to the Padova train Station (Trenitalia; Italo), which is close to the city centre. From there you can reach Palazzo Bo on foot in about 15 minutes. There is also a tram service - Sir 1 line - running every 10 minutes from the station to the vicinity of Palazzo Bo (Ponti Romani tram stop).

Palazzo Bo lies in a limited traffic area (ZTL) where cars are not allowed without a special permission. The nearest parking lots can be found in Prato della Valle area at the Park Rabin (15 minutes, on foot), piazza Insurrezione (often crowded) and at Padova Centro Park, near the Scrovegni Chapel.

The event will be held in Room I. Nievo

Address:

Via VIII Febbraio, 2, 35122 Padova PD

In order to attend the seminar, it is required the registration by sending an email to:

master.economia@unipd.it

contact person: Sima Masoudi

