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PRESENTATION

The Generés Group began its activity at the beginning of the 90's. It is integrated by professors attached to the areas of Commercialization and Market Research and Organization of Companies. The Group takes its name from Miguel Dámaso Generés, aragonese economist, born in La Almunia de Doña Godina around 1770, and writer of the book "Reflexiones políticas y económicas sobre la población, agricultura, artes, fábricas y comercio del Reino de Aragón" (Political and economic reflections on the population, agriculture, arts, factories and commerce of the Kingdom of Aragon), published in 1793.

Conferences and Seminars

Last news of the activities of Generés Group.

- [4th International Workshop on Gamification and Motivational Technologies \(GAMOTEC\) 2024. Gallery](#)

4th International Workshop on Gamification and Motivational Technologies (GAMOTEC) 2024.

By Grupo Generés|18 de July de 2024|

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- [3rd International Workshop on Gamification and Motivational Technologies \(GAMOTEC 2023\) Gallery](#)

3rd International Workshop on Gamification and Motivational Technologies (GAMOTEC 2023)

By Grupo Generés|14 de September de 2023|

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- [Research Seminar \(November 15, 2022\) Gallery](#)

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