

# Conferences and Seminars

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

By Grupo Generés|14 de September de 2023|

The University of Zaragoza (Spain) and the GENERES research group are proud to host the 3rd International Workshop on Gamification and Motivational Technologies (GAMOTEC 2023), November 29-30, 2023. This workshop is aimed at academic researchers and practitioners seeking to advance knowledge in the field of gamification. GAMOTEC 2023 will be held online and participation [...]

1611, 2022

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

By Grupo Generés|16 de November de 2022|

On November 15, 2022, Generés Research Group (S54\_20R) organized a research seminar where we had the pleasure to receive Prof. Agata Leszkiewicz (University of Twente, Netherlands). Prof. Leszkiewicz presented the work entitled "Managing Customer Relationships While Providing for Customer Wellbeing". More information below. MORE INFORMATION [...]

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- [Research Seminar \(October 28, 2022\)](#)  
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## **Research Seminar (October 28, 2022)**

By Grupo Generés|16 de November de 2022|

On October 28, 2022, Generés Research Group (S54\_20R) organized a research seminar where we had the pleasure to receive Prof. Evert de Haan (University of Groningen, Netherlands). Prof. de Haan

presented the work entitled "What's in Your Mobile Wallet? Purchase Effects of Downloading versus Adopting Branded Apps on Digital Payments". More information here. [...]

1605, 2022

- 2nd International Workshop CTCEX 2022 (November 17-18, 2022)  
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## **2nd International Workshop CTCEX 2022 (November 17-18, 2022)**

By Grupo Generés|16 de May de 2022|

This year we invite you to participate in the 2nd International Workshop on Current Trends in Customer Experience in the Retail and Services Industries (CTCEX 2022), which will be held online on November 17-18, 2022, and will be free for all attendees. This workshop is organized by the University of Zaragoza and the Generés [...]

505, 2022

- 2nd International Workshop on Gamification and Motivational Technologies (GAMOTEC 2022)  
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## **2nd International Workshop on Gamification and Motivational Technologies (GAMOTEC 2022)**

By Grupo Generés|5 de May de 2022|

The University of Zaragoza and the GENERES research group are proud to host the 2nd International Workshop on Gamification and Motivational Technologies (GAMOTEC 2022) for academic researchers and practitioners seeking to advance knowledge in the field of gamification and motivational technologies. The GAMOTEC 2022 workshop will be held online, September 5-6 2022, and participation [...]

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- I Virtual International Workshop  
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## **I Virtual International Workshop**

By Grupo Generés|2 de June de 2021|

I Virtual International Workshop "Smart service innovation along the customer journey in the new era of technology." On May 31, the I International Workshop entitled "Innovation in smart services along

the customer journey in the new era of technology" was held, organized by the Generés Group, the University of Zaragoza, the University of Oporto and the [...]

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