

Conferences and Seminars

1105, 2021

- I International Workshop CTCEX 2021 (7th and 8th October 2021)
Gallery

I International Workshop CTCEX 2021 (7th and 8th October 2021)

By Grupo Generés|11 de May de 2021|

This year we invite you to participate in the I International Workshop on Current Trends in Customer Experience in the Retail and Services Industries (CTCEX 2021), which will be held online on October 7 and 8, 2021 and will be free for all attendees. This workshop is organized by the University of Zaragoza and [...]

1204, 2021

- International Workshop on Gamification and Motivational Technologies (GAMOTEC 2021)
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International Workshop on Gamification and Motivational Technologies (GAMOTEC 2021)

By Grupo Generés|12 de April de 2021|

On September 7 and 8, 2021, the International Workshop on Gamification and Motivational Technologies (GAMOTEC 2021) will be held. This workshop is organized by the University of Zaragoza and the Generés Research Group, addressing all those researchers interested in research on Gamification and Motivational Technologies. Due to the current health situation, it will be [...]

2509, 2019

- Research Seminar September 27, 2019
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Research Seminar September 27, 2019

By Grupo Generés|25 de September de 2019|

11:30-12:30. Pablo de Andrés (UAM y ECGI). The gender gap and bank credit access 13:00-14:00.

Álvaro Rezola (UAM). New ways to set data up for research. The case of crowdfunding (platforms and blockchain) Viernes 27 de septiembre de 2019 Sala de Juntas de Biblioteca Colaboran: Ministerio de Economía y Empresa, proyecto ECO2017-85451-R Gobierno de [...]

106, 2018

- Marketing Research Seminar
Gallery

Marketing Research Seminar

By Grupo Generés|1 de June de 2018|

The Generés Group, with the help of the Project ECO 2014-54760, has organized two seminars during the academic year 2017-2018 in the Faculty of Economics and Business of the University of Zaragoza (Paradise Campus). 16 October 2017, from 11.00h to 14.00h: "Branded App Design and its Impact on Firm Value" and "How to Increase your [...]"

2401, 2017

- Social Influence, WOM and beyond: Future Trends in Digital Media
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Social Influence, WOM and beyond: Future Trends in Digital Media

By Grupo Generés|24 de January de 2017|

Seminar at the University of Zaragoza, 23-24 March 2017. GENERAL INFORMATION Within the framework of the research projects "Social commerce and its influence on customer value" and "Marketing of experiences for an integral and profitable management of customer relations" financed by the Ministry of Economy and Competitiveness, and within the research activities developed by the [...]

502, 2016

- Multichannel Marketing: Recasting the customer experience
Gallery

Multichannel Marketing: Recasting the customer experience

By Grupo Generés|5 de February de 2016|

Seminar at the University of Zaragoza, May 20, 2016 GENERAL INFORMATION Within the framework

of the research project "Multi-channel marketing, towards an integrated and profitable management of customer relations", financed by the Ramón Areces Foundation and developed by professors from the Generés research group (<http://generes.unizar.es/>), and in collaboration with the ACEDE Marketing Section, a seminar [...]

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