

Conferencias y Seminarios

1807, 2024

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

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

Por Grupo Generés|18 de July de 2024|

The University of Zaragoza (Spain) and the GENERES research group (S54_23R) are proud to host this workshop for academic researchers and practitioners seeking to advance knowledge in the field of gamification, games and motivational technologies. The GAMOTEC 2024 workshop will be held online during November 26-27, 2024. Contributions can be presented in English and Spanish, with specific sessions for each language. Participation is free [...]

1409, 2023

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

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

Por 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 is free of charge. Contributions can be presented in English [...]

1611, 2022

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Seminario de Investigación (15 de noviembre)
Galería

Seminario de Investigación (15 de noviembre)

Por Grupo Generés|16 de November de 2022|

El pasado 15 de noviembre, el Grupo de Investigación Generés (S54_20R) organizó un seminario de investigación donde contamos con la presencia de la Prof. Agata Leszkiewicz (University of Twente, Holanda). La Leszkiewicz presentó su trabajo "Managing Customer Relationships While Providing for Customer Wellbeing". Más información abajo. [MORE INFORMATION](#)

1611, 2022

- Seminario de Investigación (28 de octubre)
Galería

Seminario de Investigación (28 de octubre)

Por Grupo Generés|16 de November de 2022|

El pasado 28 de octubre, el Grupo de Investigación Generés (S54_20R) organizó un seminario de investigación donde contamos con la presencia del Prof. Evert de Haan (University of Groningen, Holanda). El Prof. de Haan presentó su trabajo "What's in Your Mobile Wallet? Purchase Effects of Downloading versus Adopting Branded Apps on Digital Payments". Más información abajo. [MORE INFORMATION](#) [...]

1605, 2022

- 2nd International Workshop CTCEX 2022 (17 y 18 de noviembre de 2022)
Galería

2nd International Workshop CTCEX 2022 (17 y 18 de noviembre de 2022)

Por 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 Research Group (S54_20R), and is aimed at all researchers interested in new [...]

505, 2022

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

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

Por 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 is free of charge. For more information, please click here: <https://eventos.unizar.es/63018/detail/international-workshop-on-gamification-and-motivational-technologies-gamotec.html> [...]

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