

1222-2022  
800  
ANNI



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA

1989-2019  
30  
Years of  
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UVSQ  
UNIVERSITÉ PARIS-SACLAY

ISIPCA  
From senses to expertise  
- PARIS -



MASTER IN  
business and management

**EFCM/MBM, XX edition, Closing Seminar  
University of Padova's 800th anniversary  
25<sup>th</sup> 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](mailto:master.economia@unipd.it)

*contact person: Sima Masoudi*

