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TWO RESEARCH POSITIONS ON NEURO-MARKETING AND VIRTUAL REALITY

12 de diciembre de 2018

The Research Project RHUMBO funded by the Program Horizon 2020 of the European Union, H2020-EU.1.3.1. - Fostering new skills by means of excellent initial training of researchers offers two positions for Early Stage Researchers (ESR) on Neuro-marketing and Virtual Reality.

The research project, "Using Measures of subconscious Brain processes through mixed reality interfaces and biOmetric signals" (H2020-MSCA-ITN-2018, RHUMBO), <http://rhumbo.eu/webs/rhumbo/> proposes using measures of subconscious brain processes through the use of mixed reality technologies (MRT) and advanced biometric signals processing as a new paradigm to improve the knowledge that implicit brain processes have in human decision-making.



Tutorías

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RHUMBO aims to create an innovative multinational, multi-sectorial, and multidisciplinary excellence doctoral training network programme to produce 11 ESRs in cognitive neuroscience, transparently immersive experiences and artificial intelligence with a focus on neuro business. Specific application in consumer behaviour has been selected to test the novel models and measurements developed by the project.

* Scientific: The main scientific goal of RHUMBO is to use mixed reality technologies (MRT) together with different biometric signals, supported by artificial intelligence processing techniques to examine consumer behavioural patterns during dynamic, complex and realistic situations for a deeper understanding of internal human psychological states.

* Training: to provide a high-level personalised multidisciplinary training program both in technical including enrolment in a PhD. and transferable skills (such as entrepreneurship, project management, ethical issues, IPR, open access) with the long term aim to produce scientific leadership foundation for ERC starting grants and/or industry leadership Industry Fellow.

* Dissemination and outreach: disseminate the neuroscience-based business methods and tools developed by the project to a wide spectrum of stakeholders ranging from the scientific community to corporate users; create awareness in the general public about neuroscience and the fundamental role that it has in our daily decisions; to encourage neuroscience vocational careers among young students, with special emphasis on women.

POSITIONS AVAILABLE AT THE UNIVERSITY OF VALENCIA-DEPARTMENT OF MARKETING:

Three-year research contract. [More info here](#)

Detailed description can be found at EURAXESS:

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Supervisor: [Enrique Bigne](#)

Application deadline 28 February 2019.



Departamento de Comercialización e Investigación de
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