



Toronto
Metropolitan
University

Visiting Mathieu LAJANTE

From Tuesday, 21 May
to Friday, 24 May 2024

UGA COLLEGE
DOCTORAL
EDSG

❖ Tuesday 21 May, 10 am to 11.30 am - Conference

The emoLab: A research platform for studying customers and employees' emotions and behaviors.

Expert in customers' emotions and psychophysiology applied to marketing research, Dr Mathieu Lajante is the founder and head of the emoLab, a neuroscience-based research platform dedicated to studying emotional processes in management. He is now leading a research program called "The Firm's empathic capacity" to study firm-customer emotional connectedness throughout the technology-infused customer journey.

The aim of the conference is to highlight the role and importance of emotions in management, and to present the EmoLab and its recent research. We'll be talking about firm-customer emotional connectedness throughout the technology-infused customer journey, service interactions with robots and emotions in advertising.

Place: Grenoble IAE – Hybrid (face-to-face and remote) - Welcome coffee offered

Registration required (before May 17th): [Click here](#)

EDSG doctoral students must register on Adum

❖ Wednesday, 22 May, 2 pm to 4 pm - Doctoral workshop

Working with and advising doctoral students (only for Phd students at EDSG)

Doctoral students: this is your chance to benefit from an outside perspective and get feedback and advice on your doctoral work. Don't miss this opportunity!

Registered doctoral students will write a summary of their doctoral work beforehand. During the workshop, Mathieu Lajante will listen to presentations and interact with the postgraduate students about their thesis.

Place: Cerag ground floor room - Face-to-face workshop

Registration required (before May 17th): [Click here](#)

EDSG doctoral students must register on Adum

Schedule:

- Friday 03/05: registration deadline.
- Friday 10/05: deadline for submitting a one-page double-sided document summarizing your doctoral work in French or English. In this document, you can emphasize your questions and/or doubts.
- Friday, 17/05: deadline for submitting your PowerPoint. Please allow no more than 15 minutes for your presentation.

❖ Thursday, 23 May, 9.30 am to 11.30 am – Seminar***Writing a better research article than an English speaker!***

You have a good level of English. But have you mastered the codes of writing a research article in English? Mathieu Lajante runs a course in Canada for English-speaking Ph.D. students to help them improve their research article writing. He will be sharing his tips and tricks with us. It's an excellent opportunity to improve your writing skills in English.

Place: Grenoble IAE – Face to face - Welcome coffee offered

Registration required (before May 17th): [Click here](#)

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More information about Mathieu Lajante

Dr. Mathieu Lajante works at Toronto Metropolitan University. He obtained his Ph.D. in management science from the University of Rennes 1 in France. He specializes in customer and consumer emotions and psychophysiology applied to marketing research. He is the founder and director of emoLab, a neuroscience-based research platform dedicated to studying emotional processes in management science. He has studied the concepts of aesthetic and utilitarian emotion for the effectiveness of social marketing communication (threatening warnings on tobacco) and commercial communication (television advertising). He is currently leading a research program entitled 'The Firm's empathic capacity,' which aims to study the emotional link between the firm and the customer throughout the customer journey influenced by technology. He has a wealth of international experience (Finland, Japan, Netherlands, Senegal, Canada). He has published articles in leading marketing journals (Journal of Retailing and Consumer Services, Journal of Consumer Marketing, Journal of Advertising Research) and psychology journals (Computers in Human Behavior, Journal of Neuroscience, Psychology, and Economics and Frontiers in Psychology).

To register: [Click here](#)