



Europass Curriculum Vitae

Personal information

Surname(s) / First name(s) **CHERUBINO Patrizia**

Address(es)

E-mail

Nationality

Gender

Work experience

Dates

October 2010 – Present

Name and address of employer

BrainSigns s.r.l.- Startup of "Sapienza" University – Rome

Type of business or sector

Head of Neuromarketing Research

Main activities and responsibilities

Research and Innovation: *NeuroMarketing – NeuroAesthetic - NeuroPolitic – NeuroShopping*
NeuroMarketing – Generation and validation of biometric tests using EEG, Heart Rate, Electrodermal Activity, EyeTracker related with the perception of marketing stimuli for several companies such as Telecom Italia S.p.A., Poste Italiane S.p.A., Intesa Sanpaolo S.p.A., FS Ferrovie dello Stato S.p. A., Opel, Allianz, Vodafone, CEI - Conferenza Episcopale Italiana, Eni S.p.A., Segugio.it S.r.l., UNHCR, Save The Children, Loacker, Schaer, GfK Eurisko.
NeuroAesthetic – Recording the electrical brain activity during the vision of two different art exhibitions (Vermeer and Tiziano) at the Scuderie del Quirinale (Rome).
Neuropolitic – Recording the electrical brain activity during the vision of a political debate.
Neuroshopping – Recording the electrical brain activity during the vision of a product in store retail.

Dates

February 2025 – February 2026

Name and address of employer

Adjunct Professor of Marketing - Faculty of Economics

Main activities and responsibilities

Sapienza University, Rome (Italy)

Dates

August 2016 – January 2022

Name and address of employer

Postdoc Fellow

Main activities and responsibilities

Sapienza University, Rome (Italy)

Dates

2017 - 2022

Name and address of employer

Training Course for Italian big companies (i.e., BNL, UNHCR, TIM, SKY, VERISURE)

Main activities and responsibilities

Neuromarketing' Lecturer

Dates

February 2013 – 2015

Name and address of employer

BrainSigns s.r.l. – Rome

Main activities and responsibilities	BRAIN TRAINED Project: Data Analysis
Dates	December 2010 to August 2011
Name and address of employer	Consorzio TECNO TIB.E.R.I.S. – Rome
Main activities and responsibilities	MINDHOME Project: Analysis of usability of the device MINDHOME and its ergonomics and possible market price in Italy
Dates	April 2010 to November 2012
Name and address of employer	Istituto Piepoli S.p.A., TNS Italia s.r.l., Demoskopea s.r.l., People, Auriga s.a.s., Field Service, Marketing Research Team
Type of business or sector	Marketing Research
Main activities and responsibilities	Marketing Researcher interviews
Dates	October 2011 to February 2012
Name and address of employer	City of Soverato (CZ), Italy
Type of business or sector	Public Administration
Main activities and responsibilities	Data Collector for 15th General Population and Housing Census
Dates	January 2010 to December 2010
Name and address of employer	Marketing Research for: "MIUR - Ministero Giovani: Progetto "Giovani imprenditori per un futuro da protagonisti: saper essere e saper fare", "Bnl" (gruppo di creatività), "Il Quotidiano della Calabria", "Olio Santolivo", "Comune di Reggio Calabria", "CEI: 8x1000".
EDUCATION & TRAINING	
Dates	March 2016
Title of qualification awarded	PhD in "Economics Management and Communication for Creativity", IULM University, Milan, Italy
Date	November 2015
Title of qualification awarded	Rotterdam School of Management – Erasmus University – Department of Marketing Management
Dates	April 2011
Title of qualification awarded	First level Master's in "Esperti in Marketing intelligence e tecniche di mercato per la pubblica amministrazione". Grade: 110/110 cum laude – Istituto Piepoli S.p.A., University of Reggio Calabria "Studi Mediterranea", Italy.
Dates	June 2009
Title of qualification awarded	Second cycle degree (Master's degree equivalent) in Business Administration – course of studies in economics and business management. Grade: 110/110 cum laude. Thesis title in Marketing: "The mere exposure effect and the consumer's reaction to the product' design", UNICAL University, Italy.
Dates	June 2006
Title of qualification awarded	First cycle degree (Bachelor's degree equivalent) in Business Administration from the UNICAL University, Italy. Grade: 110/110 cum laude.
Dates	June 2003
Title of qualification awarded	High School Diploma in accountancy - commercial expert and programmer prog. Mercurio. Grade: 100/100. Istituto Tecnico Statale Comm/le. Amm/vo progr. Sirio Turis. of Soverato (CZ).

Name and type of organization	Istituto Tecnico Statale Comm/le Amm/vo Programmatori Sirio Turistico "G.Calabretta" – Soverato
Principal subjects/occupational skills covered	Marketing; Statistics; Business Economics; Economics and Business Management; Corporate Finance; Accounting and Financial Reporting.

PERSONAL SKILLS & COMPETENCES

Mother tongue **Italian**

Other language(s)

Self-assessment

European level (*)

English

French

Understanding		Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production	
	Good		Good		Good		Good
	Good		Good		Good		Good

SOCIAL SKILLS AND COMPETENCES

Team Worker, Communication, Cooperation, excellent interpersonal skills

ORGANIZATIONAL SKILLS AND COMPETENCES

Team leader, Planning, Controllorship, Problem Solving, Flexibility to Change

TECHNICAL SKILLS AND COMPETENCES

ECDL (European Computer Driving License). Office Package (Word,Excel,Powerpoint,etc.), knowledge of SPSS, STATA, HTML Language, excellent writing skills.

ARTISTIC SKILLS AND COMPETENCES

Interest for classic music, business literary inclinations and sports.

OTHER SKILLS AND COMPETENCES

License in music theory from the Conservatory of music "F. Torrefranca" of Vibo Valentia.

Driver's License

B

ADDITIONAL INFORMATION

PUBLICATIONS

- Caratù, M., **CHERUBINO, P.**, Menicocci, S., & Martinez-Levy, A. C. (2024). Does sustainable communication have an impact on international social media audiences? A neuromarketing explorative study between Finland and Italy. Italian Journal of Marketing, 2024(1), 21-54.
- Capone, V., Bartoli, C., Mattiacci, A., & **CHERUBINO, P.** (2024). Consumer Reactions to Generative AI: An Exploratory Study Using Neuroscientific Techniques. In Digital Marketing & eCommerce Conference (pp. 54-62). Cham: Springer Nature Switzerland.
- Mancini, M., **CHERUBINO, P.**, Martinez, A., Vozzi, A., Menicocci, S., Ferrara, S., ... & Babiloni, F. (2023). What Is behind In-Stream Advertising on YouTube? A Remote Neuromarketing Study employing Eye-Tracking and Facial Coding techniques. Brain Sciences, 13(10), 1481.
- Myriam Caratù, Patrizia **CHERUBINO** (2023). Neuromarketing, società e tutela del consumatore. Aracne editrice. ISBN 979-12-218-0821-6
- Vozzi, A., Martinez Levy, A., Ronca, V., Giorgi, A., Ferrara, S., Mancini, M., **CHERUBINO, P.** ... & Di Flumeri, G. (2023). Time-Dependent Analysis of Human Neurophysiological Activities during an Ecological Olfactory Experience. Brain Sciences, 13(9), 1242.

- Martinez-Levy, A. C., Sasso, D., Vozzi, A., Menicocci, S., Trettel, A., Babiloni, F., ... & **CHERUBINO, P.** (2023). How to Promote and Communicate an Effective Green and Sustainable Communication: A Neuromarketing Study. In *The Garment Economy: Understanding History, Developing Business Models, and Leveraging Digital Technologies* (pp. 191-208). Cham: Springer International Publishing.
- Babiloni, F., & **CHERUBINO, P.** (2023). Consumer Neuroscience: A Neural Engineering Approach. In *Handbook of Neuroengineering* (pp. 2861-2889). Singapore: Springer Nature Singapore.
- Sorrentino, A., Mancini, M., & **CHERUBINO, P.** (2023). Monitoring consumer responses to online advertising via neuro-marketing techniques: an exploratory study. *European journal of volunteering and community-based projects*, 1(1), 1-38.
- Caratu, M., **CHERUBINO, P.**, Menicocci S., & Martinez Levy A. (2023). Does sustainable communication have an impact on international social media audiences? A neuromarketing explorative study between Finland and Italy. In *Atti di Convegno della XIX SIMktg Conference*, 2022. Società Italiana Marketing.
- Mancini, M.; **CHERUBINO P.**; Cartocci, G.; Martinez, A.; Di Flumeri, G.; Petruzzellis, L.; Cimini, M.; Aricò, P.; Trettel, A.; Babiloni, F. (2022) Esports and Visual Attention: Evaluating In-Game Advertising through Eye-Tracking during the Game Viewing Experience. *Brain Sci.* 2022, 12, 1345
- Mancini M., **CHERUBINO P.**; di Flumeri G., Cartocci G., Martinez A., Sanchez A., Santillo C., Modica E., Alessia Vozzi A., Ronca V., Trettel A., Borghini G., Babiloni F. (2022). Neuroscientific Methods for Exploring User Perceptions While Dealing With Mobile Advertising: A Novel and Integrated Approach. *Frontiers in Neuroergonomics*. Vol.3, ISSN:2673-6195, doi:10.3389/fnrgo.2022.835648
- Martinez-Levy, A. C., Rossi, D., Cartocci, G., Mancini, M., Di Flumeri, G., Trettel, A., ... & **CHERUBINO, P.** (2022). Message framing, non-conscious perception and effectiveness in non-profit advertising. Contribution by neuromarketing research. *International Review on Public and Nonprofit Marketing*, 19(1), 53-75.
- Mancini M., **CHERUBINO P.**, di Flumeri G., Cartocci G., Martinez A., Sanchez A., Santillo C., Modica E., Alessia Vozzi A., Ronca V., Trettel A., Borghini G., Babiloni F. (2022). Neuroscientific Methods for Exploring User Perceptions While Dealing With Mobile Advertising: A Novel and Integrated Approach. *Frontiers in Neuroergonomics*. Vol.3, ISSN:2673-6195, doi:10.3389/fnrgo.2022.835648
- Babiloni F., **CHERUBINO P.** (2022) Consumer Neuroscience: A Neural Engineering Approach. In: Thakor N.V. (eds) *Handbook of Neuroengineering*. Springer, Singapore. https://doi.org/10.1007/978-981-15-2848-4_74-1
- Ana Martinez-Levy, Patrizia **CHERUBINO**, Dario Rossi, Maria-Trinidad Herrero Ezquerro, Arianna Trettel, Fabio Babiloni, *Advances in Neuroscience and Its Application in Economics and Marketing Research*, in "Micro & Macro Marketing, Rivista quadrimestrale" 3/2021, pp. 521-546, doi: 10.1431/102504
- Vozzi A., Ronca, V. Aricò, P. Borghini, G., Sciaraffa N., **CHERUBINO, P.**, ... & Di Flumeri, G. (2021). The Sample Size Matters: To What Extent the Participant Reduction Affects the Outcomes of a Neuroscientific Research. A Case-Study in Neuromarketing Field. *Sensors*, 21(18), 6088.
- Martinez-Levy A.C., Moneta E., Rossi D., Trettel A., Peparaio M., Saggia Civitelli E., Di Flumeri G., **CHERUBINO P.**, Babiloni F., Sinesio F. (2021). Taste Responses to Chocolate Pudding with Different Sucrose Concentrations through Physiological and Explicit Self-Reported Measures. *Foods*, 10(7), 1527
- Cartocci G., Rossi D., Modica E., Maglione A.G., Martinez Levy A.C., **CHERUBINO P.**, Canettieri P., Combi M., Rea R., Gatti L., Babiloni F. (2021). NeuroDante: Poetry Mentally Engages More Experts but Moves More Non-Experts, and for Both the Cerebral Approach Tendency Goes Hand in Hand with the Cerebral Effort. *BRAIN SCIENCES*, vol. 11, ISSN: 2076-3425, doi: 10.3390/brainsci11030281
- Inguscio B.M.S., Cartocci G., Modica E., Rossi D., Martinez-Levy A.C., **CHERUBINO P.**, Tamborra L., Babiloni F. (2021). Smoke signals: A study of the neurophysiological reaction of smokers and non-smokers to smoking cues inserted into antismoking public service announcements. *INTERNATIONAL JOURNAL OF PSYCHOPHYSIOLOGY*, vol. 167, p. 22-29, ISSN: 0167-8760, doi: 10.1016/j.ijpsycho.2021.06.010
- Ana C. Martinez-Levy, Dario Rossi, Giulia Cartocci, Marco Mancini, Gianluca Di Flumeri, Arianna Trettel, Fabio Babiloni & Patrizia **CHERUBINO** (2021). Message framing, non-conscious perception and effectiveness in non-profit advertising. Contribution by neuromarketing research. *Int Rev Public Nonprofit Mark* (2021).
- Pozharliev, R., De Angelis, M., Rossi, D., Romani, S., Verbeke, W., & **CHERUBINO, P.** (2021). Attachment styles moderate customer responses to frontline service robots: Evidence from affective, attitudinal, and behavioral measures. *Psychology & Marketing*.

- Cartocci, G., Rossi, D., Modica, E., Maglione, A. G., Martinez Levy, A. C., **CHERUBINO, P.**, ... & Babiloni, F. (2021). NeuroDante: Poetry Mentally Engages More Experts but Moves More Non-Experts, and for Both the Cerebral Approach Tendency Goes Hand in Hand with the Cerebral Effort. *Brain Sciences*, 11(3), 281.
- Mancini, M., **CHERUBINO, P.**, Cartocci, G., Martinez, A., Borghini, G., Guastamacchia, E., ... & Babiloni, F. (2021). Forefront Users' Experience Evaluation by Employing Together Virtual Reality and Electroencephalography: A Case Study on Cognitive Effects of Scents. *Brain Sciences*, 11(2), 256.
- Rumen Pozharliev, Patrizia **CHERUBINO** (2020). *La mente del consumatore. Guida applicata al neuromarketing e alla consumer neuroscience*. Luiss University Press. ISBN: 978-88-6105-470-7
- Vozzi A., Ronca V., Rossi D., Modica E., **CHERUBINO P.**, Martinez-Levy A.C., Giorgi A., Inguscio B., Babiloni F., Cartocci G. (2020). Brain Response to Antismoking PSA, an EEG Study. *INTERNATIONAL JOURNAL OF BIOELECTROMAGNETISM*, vol. 22, p. 1-7, ISSN: 1456-7857
- Pozharliev R., Romani S. & **CHERUBINO P.** (2019). Using neuroscience and interpersonal attachment styles to better understand consumer experiences from consumers' interactions with intelligent technology. *Proceedings of the NeuroPsychoEconomics Conference*, Rome, June 6-7, 2019.
- **CHERUBINO P.**, Pozharliev R., De Angelis M. & Babiloni F. (2019). Using consumer neuroscience to investigate the association between word-of-mouth and interpersonal closeness. *Proceedings of the NeuroPsychoEconomics Conference*, Rome, June 6-7, 2019.
- **CHERUBINO P.**, Martinez-Levy, A.C., Caratù M., Cartocci, G., Di Flumeri, G., Modica E., Rossi D., Mancini M. & Trettel A. (2019). *The consumer behaviour through the eyes of neurophysiological measures: state-of-art and future trends*. *Computational Intelligence and Neuroscience*, 2019.
- Cartocci, G., Modica, E., Rossi, D., Inguscio, B., Aricò, P., Martinez Levy, A. C., **CHERUBINO P.**, ... & Babiloni, F. (2019). *Antismoking Campaigns' Perception and Gender Differences: A Comparison among EEG Indices*. *Computational Intelligence and Neuroscience*, 2019.
- **CHERUBINO P.**, Cartocci G., Modica E., Rossi D., Mancini M., Trettel A., & Fabio Babiloni (2018). *Wine tasting: How much is the contribution of the olfaction?* In: *Problems, Methods and Tools in Experimental and Behavioral Economics*. CMEE conference proceedings on Springer 2017, Springer Verlag.
- Babiloni F., Enrica Modica & **CHERUBINO, P.** (2018). *It is a matter of heart: C-Level Executives Detect their heartbeat better than other company members do*. Chapter in *Liebowitz, Jay, et al., eds. How Well Do Executives Trust Their Intuition*. CRC Press, 2018.
- Cartocci, G., Modica, E., Rossi, D., **CHERUBINO, P.**, Maglione, A.G., Colosimo, A., ... & Babiloni, F. (2018). *Neurophysiological measures of the perception of antismoking public service announcements among young population*. *Frontiers in human neuroscience*, 12.
- Modica, E., Cartocci, G., Rossi, D., Martinez Levy, A. C., **CHERUBINO, P.**, Maglione, A. G., ... & Babiloni F. (2018). *Neurophysiological Responses to Different Product Experiences*. *Computational Intelligence and Neuroscience*, 2018.
- Cartocci, G., Modica, E., Rossi, D., **CHERUBINO P.**, Maglione, A. G., Trettel, A., & Babiloni, F. *Health promotion through public service announcements: a study of antismoking messages perception among high school students* (2018). *FOLIA PALLIATRICA*, 8.
- Cartocci, G., Modica, E., Rossi, D., **CHERUBINO P.**, Maglione, A. G., Colosimo, A., ... & Babiloni, F. (2018). *Neurophysiological measures of the perception of antismoking public service announcements among young population*. *Frontiers in human neuroscience*, 12.
- Cartocci, G., **CHERUBINO P.**, Modica E., Rossi D., Trettel A., & Babiloni F. (2018). *Wine tasting. a neurophysiological measure of taste and olfaction interaction in the experience*. *International Journal of Bioelectromagnetism*, Vol. 19, No. 1, pp 18 – 24, 2017
- Cartocci Giulia, Caratù M., Modica E., Maglione A.G., Rossi D., **CHERUBINO P.**, Babiloni F. (2017). *Electroencephalographic, heart rate and galvanic skin response assessment for the advertising perception study: an application on antismoking psas*. *Journal of Visual Experiment JoVE*.
- Trettel A., **CHERUBINO P.**, Cartocci G., Rossi D., Modica E., Maglione A.G., Di Flumeri G., Babiloni F. (2017). *Transparency and Reliability in Neuromarketing Research*. In: *Ethics and Neuromarketing*. p. 101-111, Springer International Publishing, ISBN: 978-3-319-45607-2, doi: 10.1007/978-3-319-45609-6_6
- **CHERUBINO P.**, Caratù M., Modica E., Rossi D., Trettel A., Maglione A.G., Roberto Della Casa, Michele Dall'Olio, Raffaella Quadretti, Fabio Babiloni (2017). *Assessing cerebral and emotional activity during the purchase of fruit and vegetable products in the supermarkets*. In: *Neuroeconomic and Behavioral Aspects of Decision Making*. CMEE conference proceedings on Springer 2016, Springer Verlag.

- Di Flumeri G., Caratù M., Modica E., Rossi D., Herrero M.T., Trettel A., **CHERUBINO P.**, Maglione A.G., Colosimo A., Mattiacci A., Moneta E., Peparaio M., Babiloni F. (2016). *Assessing olfactory perception in young persons: a neuroscience perspective*. International Journal of Bioelectromagnetism Vol. 18, No. 2, pp. 67 - 73
- **CHERUBINO P.**, Cartocci G., Trettel A., Rossi D., Modica E., Maglione AG, Mancini M., Di Flumeri G., Babiloni F. (2016). *Marketing Meets Neuroscience: Useful Insights for Gender Subgroups During the Observation of TV Ads*. In: Applying Neuroscience to Business Practice. p. 163-190, ISBN: 9781522510284, doi: 10.4018/978-1-5225-1028-4.ch008
- Cartocci G., **CHERUBINO P.**, Rossi D., Modica E., Maglione A.G., Di Flumeri G., Babiloni F. (2016). *Gender and Age Related Effects While Watching TV Advertisements: An EEG Study*. COMPUTATIONAL INTELLIGENCE AND NEUROSCIENCE, vol. 2016, ISSN: 1687-5265, doi: 10.1155/2016/3795325
- **CHERUBINO P.**, Trettel A., Cartocci G., Rossi D., Modica E., Maglione A.G., Mancini M., Di Flumeri G. and Babiloni F. (2016). *Neuroelectrical Indexes for the Study of the Efficacy of TV Advertising Stimuli*. In: Nermend, Kesra. and Latuszynska, Malgorzata. Selected Issues in Experimental Economics. p. IX-385, Springer International Publishing (Switzerland), ISBN/ISSN: 978-3-319-28419-4, doi: 10.1007/978-3-319-28419-4_22
- Vecchiato G., Borghini G., Aricò P., Graziani I., Maglione A.G., **CHERUBINO P.**, & Babiloni, F. (2016). *Investigation of the effect of EEG-BCI on the simultaneous execution of flight simulation and attentional tasks*. Medical & biological engineering & computing, 54(10), 1503-1513.
- **CHERUBINO P.**, Maglione A.G., Graziani I., Trettel A., Vecchiato G., Babiloni F. (2015). *Successful Technological Integration for Competitive Advantage in Retail Settings: Measuring cognitive and emotional processes in retails: a neuroscience perspective*. Pantano E., IGI Global, IGI-book
- Di Flumeri G., Herrero M.T., Trettel A., **CHERUBINO P.**, Maglione A.G., Colosimo A., Moneta E., Peparaio M., Babiloni F. *Eeg frontal asymmetry related to pleasantness of olfactory stimuli in young subjects*. In: Kesra Nermend Malgorzata Latuszynska. Proceedings of the 2015 Computational Methods in Experimental Economics (CMEE) Conference.
- Babiloni F., Rossi D., **CHERUBINO P.**, Trettel A., Picconi D., Maglione A.G., Vecchiato G., De Vico Fallani F., Chavez M., Babiloni F. (2015). *The first impression is what matters: A neuroaesthetic study of the cerebral perception and appreciation of paintings by Titian*. In: Proceedings of the Annual International Conference of the IEEE Engineering in Medicine and Biology Society, EMBS. MiCo Center, Milano Congressi Center, Ita, 2015Institute of Electrical and Electronics Engineers, vol. 2015-, p. 7990-7993, ISBN/ISSN: 9781424492718, doi: 10.1109/EMBC.2015.7320246
- Vecchiato G., Borghini G., Aricò P., Graziani I., Maglione A.G., **CHERUBINO P.**, Babiloni F. (2015). *Investigation of the effect of EEG-BCI on the simultaneous execution of flight simulation and attentional tasks*. MEDICAL & BIOLOGICAL ENGINEERING & COMPUTING; p. 1-11, ISSN: 0140-0118, doi: 10.1007/s11517-015-1420-6
- Vecchiato G., Kong W., Maglione A.G., **CHERUBINO P.**, Trettel A., Babiloni F. (2014). *Cross-cultural analysis of neuroelectrical cognitive and emotional variables during the appreciation of TV commercials*. NEUROPSYCHOLOGICAL TRENDS, ISSN: 1970-321X
- Vecchiato G., Maglione A. G., **CHERUBINO P.**, Wasikowska B., Wawrzyniak A., Latuszynska A., Latuszynska M., Nermend K., Graziani I., Leucci M.R., Trettel A., Babiloni F. (2014). *Neurophysiological Tools to Investigate Consumer's Gender Differences during the Observation of TV Commercials*. COMPUTATIONAL AND MATHEMATICAL METHODS IN MEDICINE, ISSN: 1748-670X
- Vecchiato G., Maglione A.G., **CHERUBINO P.**, Graziani I., Trettel A., Ezquierro M.T.H., Babiloni F. (2014). *Marketing and Neuroscience: how electroencephalographic tools could help to design and analyze commercial advertising campaigns*. MICRO & MACRO MARKETING, vol. 2; p. 223-390, ISSN: 1121-4228
- Vecchiato G., **CHERUBINO P.**, Maglione A.G., Ezquierro M.T.H., Marinozzi F., Bini F., Trettel A., Babiloni F. (2014). *How to measure cerebral correlates of emotions in marketing relevant tasks*. COGNITIVE COMPUTATION, vol. 6; p. 856-871, ISSN: 1866-9956, doi: 10.1007/s12559-014-9304-x
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- Babiloni F., **CHERUBINO P.**, Graziani I., Trettel A., Bagordo G.M., Cundari C., Borghini G., Arico P., Maglione A.G., Vecchiato G. (2014). *The great beauty: A neuroaesthetic study by neuroelectric imaging during the observation of the real Michelangelo's Moses sculpture*. In: IEEE ENGINEERING IN MEDICINE AND BIOLOGY ... ANNUAL CONFERENCE, 2014-Aug, vol. 2014, p. 6965-6968, ISBN/ISSN: 1557-170X, doi: 10.1109/EMBC.2014.6945230
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- Vecchiato G, Maglione A.G., **CHERUBINO P.**, Graziani I, Trettel A, Babiloni F (2013). *Neuroimaging tools to track cognitive and emotional processes during the observation of TV commercials*. In: X Convegno Nazione della Società Italiana Marketing (SIM)
- Babiloni F., **CHERUBINO P.**, Graziani I., Trettel A., Infarinato F., Picconi D., Borghini G., Maglione A.G., Mattia D., Vecchiato G. (2013). *Neuroelectric brain imaging during a real visit of a fine arts gallery: a neuroaesthetic study of XVII century Dutch painters*. In: 35th Annual International Conference of the IEEE Engineering in Medicine and Biology Society (EMBC'13)
- Vecchiato G., Maglione A.G., Scorpecci A., Malerba P., Graziani I., **CHERUBINO P.**, Astolfi L., Marsella P., Colosimo A., Babiloni F. (2013). *Differences in the perceived music pleasantness between monolateral cochlear implanted and normal hearing children assessed by EEG*. In: 35th Annual International Conference of the IEEE Engineering in Medicine and Biology Society (EMBC'13), 3-7 July, Osaka, Japan
- Vecchiato G., **CHERUBINO P.**, Trettel A., Babiloni F. (2013). *Neuroelectrical Brain Imaging Tools for the Study of the Efficacy of Advertising Stimuli*. Guglielmelli, E. - Springer, vol. 3, p. 1-136, ISBN: 978-3-642-38063-1, doi: 10.1007/978-3-642-38064-8
- **CHERUBINO P.**, Babiloni F., Graziani I., Maglione A. G., Trettel A., Vecchiato G. (2013). *How The Neuroelectrical Brain Imaging Could Help To Assess The Efficacy Of Commercial Advertisements: a case study on a WEB based insurance company*. In: X Convegno Nazione della Società Italiana Marketing (SIM)
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Date, October 2025

PATRIZIA CHERUBINO