



Neuroscience Week 2025 Agenda

Hybrid Event (Online  & In-Person )

19 – 23 May 2025

Monday 19 May



10:00

Christoph Guger - **Brain-computer interfaces for mapping, assessment, communication and treatment** - Chair Dr. Klados



10:30

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11:00

Aristea Ladas - **Aperiodic brain activity: The secrets of the mind?** - Chair Dr. Klados



11:30

Elina Zmeykina - **Real-time fNIRS** - Chair Dr. Klados



12:30

Megan Salt - **Using EEG to measure visual adaptation using targeted photoreceptor stimulation** - Chair Dr. Ketikidi



13:00

Masa Kovacevic - **Impact of social proof on Generation Z and Millennials' Tendency to engage in socially responsible behaviors in Balkans** - Chair Dr. Ketikidi



13:30

Alex Wade - **What fly vision can tell us about neurodegenerative disease.** - Chair Dr. Klados



14:00

Kalliopi Megari - **Neurocognitive and Emotional Changes During Pregnancy: A Literature Review**



14:30

Kalliopi Megari - **Neuropsychological functioning in children with cancer**

Neuro-Alumni Session (Chair - Dr. Klados)



15:00

Bojana Vaskov - **TBC** -



15:30

Lena Selim - **From Student to Clinician** - Chair Dr. Klados



16:00

Christos Stergiadis - **Functional connectivity applications for the localization of the epileptogenic zone in patients with drug-resistant epilepsy** - Chair Dr. Klados



16:30

Matthew Kirby - **Sensory Input and Brain Oscillations** - Chair Dr. Klados



17:00

Georgia Papaioannou - **TBC** - Chair Dr. Klados



17:30

Nena Evgeniadou - **Updating, Shifting and Eye-blink rate in aging: A comparison between Multiple Sclerosis patients and Healthy Controls** - Chair Dr. Klados

Tuesday 20 May



10:00

Sylvia Bouboutou - **Does Inclusion Spark Joy? Exploring How Representation in Advertising Impacts Buying Intentions** – Chair Dr. Ketikidi



10:30

Hands on NIRS Training and Experiments - Chairs Karra & Savic



11:00

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12:00

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12:30

Hands on NIRS Training and Experiments - Chairs Karra & Savic

Neuroscience Lab 2nd Floor

24 Prox. Koromila str. 54622, Thessaloniki



13:00

Georgia Papaioannou - **The Psychology Graduate: Professional Development and Employability**

A3 24 Prox. Koromila str. 54622, Thessaloniki



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14:00

Dr. Manousos Klados- **The Psychology Graduate: Professional Development and Employability**

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14:30

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15:00

Mila Anastasova - **The Role of Neuromarketing in Balkan Marketing: A Professional Perspective** - Chair Dr. Ketikidi



15:30

Anna Konstantinidou - **GoAuti by Anna Konstantinidou** - Chair Dr. Ketikidi



16:00

Dr. Manousos Klados- **Hands on Tutorial on Functional Connectivity**

A3 24 Prox. Koromila str. 54622, Thessaloniki



16:30

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Wednesday May 21



10:00

Aristea Ladas - **Creativity & Consciousness: The Default Model Network that connects them!** - Chair Dr. Klados



10:30

Pietro Arico - **Passive Brain-Computer Interfaces beyond the lab** - Chair Dr. Klados



11:00

Aristea Ladas - **The neuroscience of...dreams!** - Chair Dr. Klados



11:30

EEG Hands on Training and Experiments – Chair Keramida

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12:00

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13:30

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14:00

Nena Evgeniadou - **Individual Differences in Executive Function During Healthy Aging: The Role of Cognitive Reserve and Eye-Blink Rate** – Chair Papaioannou

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14:30

Nena Evgeniadou - **Lifespan Variability in Executive Function and Eye-Blink Rate in Multiple Sclerosis: The Role of Fatigue, Disease Duration, and Cognitive Reserve** – Chair Papaioannou

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15:00

Ekaterini Klepousniotou - **Lobe It or Leave It: Getting to Know Your Brain!** – Chair Papaioannou

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15:30

Georgia Papaioannou - **Tailoring Neuropsychological Batteries to Clinical Diagnoses: A Practical Guide** - Chair Dr. Ketikidi

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16:30

Elli Vasiliki Papadopoulou - **Examining visual attention performance of websites: An eye-tracking diagnostic test of websites in the cosmetic industry.** -Chair Dr. Ketikidi

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17:00

Magdalini Tsipouridou - **Unveiling Brain Reactions on Environmental, Social, and Corporate Governance (ESG) Videos of Pharmaceutical Companies: A Cross-Generational EEG Study** - Chair Ketikidi

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Thursday 22 May



11:00

Marina Travassos - **From Brainwaves to Brand Waves: Decoding Consumer Behavior through neuroscience** – Chair Dr. Klados



12:00

Julie Wen - **Circular RNA technology for depression diagnosis** – Chair Dr. Klados



13:00

Dr. Manousos Klados- **Neurofeedback Demo**

Neuroscience Lab 2nd Floor 24 Prox. Koromila str. 54622, Thessaloniki



13:30

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14:00

Laxmi Shaw - **Statistical Features Extraction for Multivariate Pattern Analysis in Meditation EEG using PCA** - Chair Dr. Klados



14:30

Irene Centenaro - **Beyond digital data: Using neuromarketing to optimize digital strategies** - Chair Dr. Ketikidi



15:00

Dr. Ketikidi Elina - **NeuroLab Demo**

Neuromarketing Lab 8th Floor 8 Leontos Sofou str.54625, Thessaloniki



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17:00

Anastasia Davine Clemens - **Neuromarketing and Emotional Mirroring in Sustainability Advertising** - Chair Dr. Ketikidi

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17:30

Savvina Efesiou - **Second-hand clothing and the perceived risks: An implicit and explicit investigation towards GenX and GenZ consumers' behavior in Greece.** - Chair Dr. Ketikidi

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Friday 23 May



10:30

Gjorgjina Gina Sherovska - **Digital Empathy and Action: The Neuroscience Behind Social Media Reactions to Femicide** - Chair Danilovska



11:30

Davoud Sadeh - **Modeling of Consumer Visual Behavior** - Chair Danilovska



12:00

Charikleia Anastasopoulou - **Language impairment in Parkinson's Disease** - Chair Danilovska



12:30

Eirini Mavritsaki - **Spiking neuronal modelling** - Chair Dr. Klados



13:00

Irena Ch. Danilovska - **Wired to Win: Unraveling the Personality Profiles of Successful Entrepreneurs, Corporate Managers, and Aspiring Entrepreneurs** - Chair Dr. Klados



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14:00

Irena Ch. Danilovska - **Decoding Success: Behavioral and Neural Signatures of Startup Founders in High-Stakes Decision-Making.** - Chair Dr. Klados



14:30

Laxmi Shaw - **Topographical Assessment of Neurocortical Connectivity by using Directed Transfer Function and Partial Directed Coherence during Meditation.** - Chair Dr. Klados



15:00

Dimitris Pinotsis - **The cytoelectric coupling hypothesis** – Chair Dr. Klados