

Felisa Margarita Córdova González
Docente Investigador
Universidad San Sebastián
Facultad de Ingeniería
Sede Santiago
Doctorado en Ingeniería
Email: felisa.cordova@uss.cl



Research interests

The current line of research is Neuromanagement and Neuromarketing. He has developed research in robotics and operations in underground mining and strategic and operations management in ports. In addition, it participates in the Engineering Prospective Commission 2030 of the Institute of Engineers of Chile: "Digital Transformation and Industry 4.0", with a multidisciplinary team of engineers, businessmen and academics, who has worked for more than two years on the development of a project and a book that addresses the prospects of engineering in the following decades, in various sectors of activity: Engineering Education, Energy, Mining, Transportation, Agribusiness and Food, Manufacturing, Digital Economy, Digital Infrastructure, Health, Resilient Cities, Cities Smart and Digital State.

Qualifications

PhD, Docteur Ingenieur, Universidad de Paris XI
... → 1981
Master, Diplome d'Etudes Approfondis , Universidad de Paris XI
... → 1978
Bachelor, Ingeniero Civil Electricista, Universidad de Santiago de Chile
... → 1974

Employment

Docente Investigador

Universidad San Sebastián
Concepción , Chile
2022 → present

Docente Investigador

Facultad de Ingeniería
Universidad San Sebastián
Chile
2022 → present

Docente Investigador

Sede Santiago
Universidad San Sebastián
Chile
2022 → present

Docente Investigador

Doctorado en Ingeniería
Universidad San Sebastián
Chile
2022 → present

Escuela de Ingeniería, Universidad Finis Terrae, Santiago, Chile

2016 → 2022

Departamento de Ingeniería Industrial, Universidad de Santiago de Chile, Santiago, Chile

2010 → 2012

Universidad de Santiago de Chile
Santiago, Chile
2006 → 2007

Research outputs

Improvement empty container management in medium-sized port logistics chains

Córdova González, F. M., Montt, C. & Valencia, A., 2023, p. 60-61. 1 p.

The value of context in the construction of Storytelling for tacit knowledge management in complex organizations

Córdova González, F. M., Montt, C. & Gutierrez Torres, M. G., 2023, p. 45-46. 1 p.

PROSPECTIVAS DE LA INGENIERÍA CHILENA. Transformación Digital e Industria 4.0

Arellano, P., Córdova González, F. M., Barros, J. C., Bitar, S., Ciudad, R., De Saint Pierre Sarrut, T. B. R. M., Eterovic, Y., Hermansen, C., Grimblatt, V., Orlandini, J., Piquer, A., Ruiz del Solar, J., Saragoni, R. & Yutronic, J. (Editor), 2023, Primera Edición ed. Santiago: Instituto de Ingenieros. 248 p.

The Hilbert-Huang Transform as a method and tool to support the analysis of non-linear and non-stationary electroencephalographic signals.

Cordova, F., Cifuentes, F. & Diaz, H., 2023.

Brain Communication: A system where to investigate and re-engineer human communication and learning processes

Córdova, F. & Hernán Díaz, M., 2023, In: Procedia Computer Science. 221, p. 1402-1407 6 p.

Design of an EEG analytical methodology for the analysis and interpretation of cerebral connectivity signals.

Córdova González, F. M., Cifuentes, H. F., Díaz, H., Yanine, F. F. & Pereira, R., 2022, In: Procedia Computer Science. 199, p. 1401-1408 8 p.

Energy homeostasis management strategy for building rooftop nanogrids, considering the thermal model and a HVAC unit installed. Procedia Computer Science.

Yanine, F. F., Sanchez-Squella, A., Barrueto, A., Sahoo, S. K., Parejo, A. & Córdova González, F. M., 2022, In: Procedia Computer Science. 199, p. 10-17 8 p.

On the meaning of Hurst entropy applied to EEG data series.. Procedia Computer Science.

Díaz, H. & Córdova González, F. M., 2022, In: Procedia Computer Science. 199, p. 1385-1392 8 p.

Some experiences in Neuromarketing: moving from White papers to Scientific inquiries.

Pereira, R., Córdova González, F. M. & Díaz, H., 2022, In: Procedia Computer Science. 199, p. 1409-1415 8 p.

Visualization of EEG brain entropy dynamic maps in basal resting state conditions.

Díaz, H., Díaz, D. & Córdova González, F. M., 2022, In: Procedia Computer Science. 199, p. 1393-1400 8 p.

Analysis of the purchasing decision-making process in e-commerce using SED Method from Neuromarketing

Córdova, F. M., Cifuentes, F., Castro, C. & Hinostroza, C., 2022, In: Procedia Computer Science. 214, C, p. 704-711 8 p.

Customer behavior in e-commerce purchase from learning style

Córdova, F. M., Cifuentes, F., Díaz, H., Castro, C. & Hinostroza, C., 2022, In: Procedia Computer Science. 214, C, p. 851-858 8 p.

Design of an EEG analytical methodology for the analysis and interpretation of cerebral connectivity signals

Córdova, F. M., Cifuentes, H. F., Díaz, H. A., Yanine, F. & Pereira, R., 2022, In: Procedia Computer Science. 199, p. 1401-1408 8 p.

Energy homeostasis management strategy for building rooftop nanogrids, considering the thermal model and a HVAC unit installed

Yanine, F., Sanchez-Squella, A., Barrueto, A., Sahoo, S. K., Parejo, A. & Cordova, F. M., 2022, In: Procedia Computer Science. 199, p. 10-17 8 p.

Mindchords: A way to identify people's brains functional dynamics through a musical representation of the EEG

Díaz M, H. A., Córdova, F., Ozimisa, G. & Fuentes, H. D., 2022, In: Procedia Computer Science. 214, C, p. 720-726 7 p.

Prizes

Tipo de informe: avance (2022-2023).

Fecha de inicio de la categoría según Anexo de Contrato: 08-08-2022

Compromisos de productividad definidos en la disciplina, según Anexo de Contrato:

5 publicaciones WoS en 3 años.

Al menos el 60% de las publicaciones deben ser como autor principal (correspondiente).

Cada patente de invención en calidad de inventor podrá reemplazar a una publicación, con un máximo de dos por el periodo.

Autoevaluación con el detalle del cumplimiento de los compromisos adquiridos: durante el período alcancé más del 100% de la productividad comprometida, además de la gestión y la docencia.

Enlace a perfil PURE:

<https://researchers.uss.cl/es/persons/felisa-margarita-c%C3%B3rdova-gonz%C3%A1lez>