



Proposal Number: 15596

Greece 2.0
Basic Research Financing Action
«Horizontal support of all sciences»
Sub-action 2



**Funded by the
European Union**
NextGenerationEU

Evaluation Report

Proposal Number 15596

Scientific Area ThA5. Social Sciences, Arts & Humanities, Management & Economics of Innovation

Title Development of novel neuromarketing data-driven breast cancer screening promotion messages

Acronym NeuCaS

Principal Investigator ΤΣΟΥΡΒΑΚΑΣ ΓΕΩΡΓΙΟΣ

Eligibility Check

Eligible

Non eligible

Evaluation committee grade

A

The proposal sufficiently meets all evaluation criteria and shall receive funding providing there is sufficient budget.



Proposal Number: 15596

Criterion 1. Principal Investigator (PI) and Leader(s)*

1A. Scientific Achievements

- *Scientific work (scientific publications, participation in conferences, distinctions, awards, participation in international and national research programs, etc.)*
- *Scientific scope and international impact*

() The Leader(s) CVs are evaluated only in the case of Collaborative Projects under Sub-Action 2 (Section B.1.2)*

The principal investigator has published regularly and extensively on topics related to the proposal. He has also led international research programmes as PI or co-PI. He has numerous international publications and participations in international conferences and workshops. He has received awards and research funding. The PI's scientific work reflects his considerable experience in the field in which the proposed research is concerned. His international visibility and research experience are evident. Invited conferences testify to the importance of his work. At the same time, this work reflects a high level of theoretical and research skills.

1B. Ability and role in the implementation of the project

- *Scientific autonomy*
- *To what extent the PI has the necessary scientific expertise/experience and ability for the successful implementation of the project*
- *The role of the PI in the implementation of the project*

() The CVs of the Heads of CO-Beneficiaries are evaluated only in the case of Collaborative Projects under Sub-Action 2 (Section B.1.2.)*

The PI has led international collaborative projects, he is supervising theses and has a proven scientific editorial activity. The PI's research work ensures the successful coordination and implementation of the proposed project. His role as principal investigator and his scientific autonomy are attested to in the proposal by the assembled team, which brings together the necessary skills (disciplinary and methodological) to carry out the project. To this end, he will provide scientific supervision to the researcher who will carry out her PhD during the project and will coordinate the research of the two post-doctoral students.

It is also the PI that will ensure the central scientific dissemination of the research results. He appears to have skills in organizing and managing research teams. These skills guarantee his scientific autonomy.



Proposal Number: 15596

Criterion 2. Research Proposal

2A. Objectives, originality and potential impact of the project

- *Relevance of the research proposal to the Scientific Area*
- *Proposal objectives clarity*
- *The extent to which there are ambitious objectives that go beyond the current scientific/technological state of the art (e.g. development of new techniques, tools, concepts, theories and/or approaches)*
- *The extent to which the research proposal addresses important challenges*
- *The extent to which the research proposal is of "high risk/high gain" nature (where applicable)*
- *The extent to which the research proposal is characterized by interdisciplinarity (where applicable)*
- *Innovative nature and potential impact of the research proposal*

The proposal builds a research perspective on a topic of great relevance and importance which focuses on an important issue for modern women and society as a whole. The objectives are clearly stated (to understand and categorise the types of communication that are likely to lead women to seek breast cancer screening, to identify resistance, to propose models of advertisements and to help public health services - in particular to target funds allocated to the promotion of screening)

The research involves cross-studies (through interviews, analysis of advertisements, design of new advertisements and return to interviews to evaluate new advertisements).

The proposal can thus substantially help preventive health policies by leveraging communication as an instrument of public action.

2B. Methodology and Implementation

- *The extent to which the proposed scientific approach is feasible*
- *The extent to which the proposal entails the development of new methodologies or the implementation of a methodology which shall lead to progress beyond the current scientific/technological state of the art*
- *The extent to which the proposed research methodology is appropriate for achieving the project objectives*
- *The extent to which the project implementation plan, time schedules and budget are necessary and justified*
- *Ability, expertise and complementarity of the Collaborating Organization(s) and Research Team Members as a whole for achieving the proposal's objectives.*

Very well organised research, combining traditional and modern research techniques. This combination makes the research findings more valid and reliable. Both the conduct of a large-scale study with the target audience, and the planned analyses require significant implementation, which fully justifies the requested funding (which will allow the funding of a thesis and post-doctorates)

The team has the necessary skills to carry out the project and the project foresees a return to the target audience that will allow the soundness of the applied research proposals (new health promotion messages) to be verified. Could, perhaps, the individual studies have a stronger conceptual link between them at the level of their description.

The proposed research is feasible within the announced timeframe, and the requested funding is in line with the human resources required to carry out the project.

The study will be of academic value and useful for public health policies.