

RHUMBO NEWSLETTER

The official project newsletter of RHUMBO.



Project Overview

At the end of the second year

Dear Readers,

Welcome to the 2nd edition of RHUMBO newsletter, that will allow us to reach out the scientific community keeping them constantly informed about the last outcomes of the RHUMBO project.

RHUMBO has reached its first 3 milestones during this period and will definitely improve our knowledge about how new technologies like VR/MR/AR and AI can help us for a better understanding of consumer neuroscience.

Visit our webpage: <http://rhumbo.eu/webs/rhumbo/>

WHAT'S INSIDE THIS ISSUE?

Project Overview
What's happening?
Upcoming events



RHUMBO in a nutshell



3 Companies



6 Universities



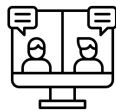
11 Early Stage Researchers, with 3 new ESRs



4 years duration (Nov,18 - Oct, 22)

Milestones achieved

In the first 2 years of the project, all the milestone foreseen have been achieved: meetings, training, ESRs enrolment, scientific publications, events organization...



17 project meetings



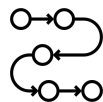
21 deliverables submitted



1 big training event, 3 online seminars & 2 Virtual Fieldtrips



External Advisory Board supervision



3 milestones completed



First periodic report submitted



Co-funded by the Horizon 2020 programme of the European Union

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 813234".

WHAT'S HAPPENING?



NEW ESR IN GTEC

leo Shreiner has joined the project in GTEC in September 2020.



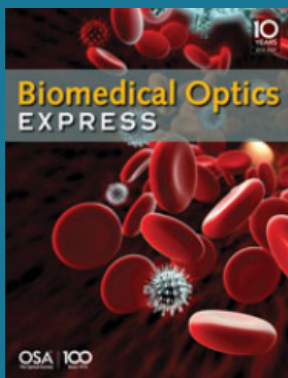
AALBORG UNIVERSITY



NEW ESR IN AAU

Hossein Dini joined the project in July 2020

DISSEMINATION



5 Journal Papers



More than 20 Conference papers

DIC. 2020

Training



SECONDMENTS

Five secondments have taken place during the first 24 months of the project




WEBMINAR


The University of Aalborg organisiFAIR Principles

WOMEN ON NEUROSCIENCE


POLYTECHNIC UNIVERSITY OF VALÈNCIA




Alice Chicchi, PhD
Researcher in LabLeni,
UPV



Noemí Álvarez & Olga Pérez
MARTIN BRAINON, S.L.



Hannah Kum-Biocca
Assistant Professor at New Jersey
Institute of Technology, USA.



International Conferences

A parallel session and a RHUMBO tutorial were planned in HCI 2020 Conference . UPV organized EurtoVR2020 Conference in Valencia (Spain) with the participation of some of the ESRs



**TRAINING
ACTIVITIES IN 2020:
Secondments,
tutorials and
parallel sessions in
international
conferences,
seminars,
workshops and
technical lectures.**



The University of Valencia in collaboration with the Polytechnic University of Valencia hosted Technical Lectures II, a virtual event in which world-wide known experts trained the ESRs with lectures focused on the topic **"Consumer Neuroscience"**.

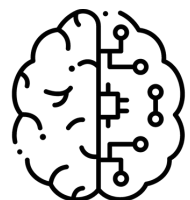
Technical Lectures:



"Consumer behaviour" by **Salvador Ruiz de Maya** University of Murcia.



"e-Retail" by **Jie Zhang**, University of Maryland.
Research directions in VR by **Michel Wedel**, University of Maryland



"BIOscience &NEUROScience" by **Luiz Moutinho**, University of Suffolk.
"Consumer neuroscience" by **Hilke Plassman**, INSEAD and **Aiqing Ling**, UC Dublin.
"VR and neuroscience" by **Thomas Zöega**, Neurons Inc

Upcoming events



HCI International Conference 2021

A parallel session and a RHUMBO tutorial will take place at HCI International Conference 2021, which will be held online as it was in 2020.



How do neuroscience contribute to shape the future of business

The University of Aalborg will organize a Virtual Fieldtrip in May 2021 on the contribution of neuroscience to the future of business

LOCAL TRAINING ACTIVITIES

A set of local training activities is being prepared by all the partners. The most interesting topics will be chosen by the ESRs and will focus on topics such as data analysis for Cognitive Neuroscience, data analysis in behavioural neuroscience and neuroimaging or social cognitive neuroscience among others



GTEC SPRING SCHOOL

GTEC will host a Spring School in April 12-21, 2021. ESRs will have the opportunity to attend free sessions focused on Brain-Computer Interfaces and Neurotechnology. Detailed info in <https://www.gtec.at/spring-school-2021/>



Companies and Universities will organize interesting online training events until Summer 2021. COVID-19 pandemic will does not stop RHUMBO!