



Two days of cross disciplinary workshop

Social Science, Cognitive Science, Economics
Food and hospitality research - food, beverages, services

September 21th- 22th, 2015
Lyon, France



*Located in Ecully, next to Lyon, the **Institut Paul Bocuse** offers both undergraduate and graduate programs aimed at training future professionals in the fields of culinary arts, hospitality and foodservice management (<http://www.institutpaulbocuse.com/us/>). The Center for Food and Hospitality Research opened its doors in 2008, with the purpose of training young researchers and exploring the many scientific challenges pertaining to the areas of expertise of the Institut. At the interface between university and industry, the research projects are conducted in a multidisciplinary perspective, focusing on the study of choices, usages, and perceptions in order to investigate the link between man and food in the contexts of culinary arts, hospitality and foodservice.*

This Summer School is targeted at **PhD students, postdoctoral fellows and researchers in the field of Food & Hospitality Research** of all disciplines:

Food Science
Consumer Science

Social Science
Cognitive Science

Economics
Management

This workshop is a **unique opportunity for scientific exchanges** between PhD students from various universities and senior researchers.

It represents for each participant an outstanding opportunity to increase his/her knowledge on the current hot-topics of **food and hospitality research questions** in social science, cognitive science and economics. From a methodological point of view, the variety of presented approaches will be useful to students on the theoretical framework to address their research problem. Moreover, the workshop provides modules in **scientific writing of a manuscript for journal submission**.



The new Services Laboratory, Institut Paul Bocuse

The presentations will serve as a ground for discussion. Together with the researchers of the Institut Paul Bocuse, keynote speakers will also be available to give advices to students and junior researchers regarding their academic career and publication strategy.

Three keynote speakers will also give presentations covering different approaches of the food and hospitality domain covering cognitive science, economics, and social science.

Guests



Dr. Séverine Gojard

<http://www6.versailles-grignon.inra.fr/aliss/Membres/GOJARD-Severine>



Pr. Martin Yeomans

<http://www.sussex.ac.uk/profiles/303>



Pr. F.J. Armando Perez-Cueto

<http://food.ku.dk/english/staff/?pure=en/persons/502441>

Program

Monday, September 21st 2015

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| 9:00 am | Welcome Coffee |
| 9:30 am – 09:45 am | Introduction of participants |
| 09:45 am – 10: 15 am | Objectives of the summer school - Agnès Giboreau <i>Research Director, Institut Paul Bocuse</i> |
| 10:15 am – 11:15 am | Séverine Gojard , <i>Senior Researcher at INRA and works at ALISS (Alimentation et sciences sociales - Food and social sciences), FR</i> The evolution of eating along life course in France. Opportunities for change towards more sustainable food practices? <i>Break</i> |
| 11:30 am – 12:15 am | Laura Guérin , <i>PhD Student, Institut Paul Bocuse, EHESS, FR</i> The medicalization of elderly's food habits in France from the 20 th to the present day |
| 12:15 am – 1 :00 pm | Carla Pires Vieira da Rocha , <i>PhD Student, Federal University of Santa Catarina – UFSC/Brazil; Guest researcher at Social and Cultural Anthropology Department – Faculty of Social Sciences at VU University Amsterdam/Netherlands</i> Food and communication: the role of food blogs in maintaining transnational connections of Brazilian emigrants. |
| 1:15 pm – 2:15 pm | <i>Lunch</i> |
| 2:30 pm – 3:15 pm | Sarah Price <i>PhD Student, Bournemouth University, UK</i> Criteria of Importance influencing food choice in workplace canteens |
| 3:15 pm – 4:00 pm <i>Webminar</i> | Larry Martinez , <i>Professor, Penn State University</i> Bias in customer service contexts: How employee demographic characteristics impact customer attitudes. <i>Break</i> |
| 4:15 pm – 5:00 pm | Yoan Robin , <i>PhD student INRA-SADAPT, CES-Paris 1, PSE, FR</i> To allot or not to allot: Economic implications on a food supply chain |
| 5:00 pm – 5:45 pm <i>Webminar</i> | Hema Kesa , <i>Professor, University of Johannesburg</i> Amit Sharma , <i>Professor, Penn State University</i> School Foodservice Programs in South Africa and US: Challenges and Obstacles to Healthier Kids |
| 5:45 pm – 6:30 pm <i>Webminar</i> | David Cranage , <i>Professor, Penn State University</i> Victor Motta , <i>PhD student, Penn State University</i> Locally Grown Foods in Institutions: Perspectives from K-12 Schools and Penn State University |
| 6:30 pm | Optional visit of the Institut Paul Bocuse |

Tuesday September 22nd 2015

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| 9:30 am | Welcome Coffee |
| 10:00 am – 11:00 am | Martin Yeomans , <i>Professor of Experimental Psychology, UK</i> Exploring food from an Experimental Psychology perspectives: basic principles and hot topics. <i>Break</i> |
| 11:30 am – 12:15 am | Anastasia Eschevins , <i>PhD Student, Institut Paul Bocuse, Centre des Sciences du Goût et de l'Alimentation ; University of Burgundy, FR</i> Investigating key elements leading to food and beverage pairing: A methodological approach. |
| 12:15 am – 1:00 pm | Gaétan Talens , <i>PhD Student, Institut Paul Bocuse, GAEL Laboratory University Grenoble, FR</i> Dynamic capabilities for hotel service innovation : a human asset perspective |
| 1:15 pm – 2:15 pm | <i>Lunch</i> |
| 2:30 pm – 3:15 pm | Camille Rioux , <i>PhD Student, Institut Paul Bocuse, Aix Marseille University, PSYCLE EA3273, FR</i> Food neophobia and pickiness in young children. How to measure it? |
| 3 :15 pm – 4 :00 pm | Sabine Rizzo , <i>PhD Student, Institut Paul Bocuse, FR</i> From categorization to expectations: a study of individual variability <i>Break</i> |
| 4:30 pm – 5:30 pm | Armando Perez-Cueto <i>Associate Professor at the University of Copenhagen, Department of Food Science, DK</i> Tips and hints for writing a paper and survive in the publish or perish era |
| 5:30 pm | General discussion |
| 6:00 pm | Closing cocktail |

Organization

Official language: English

Location: Institut Paul Bocuse 69130 Ecully (near Lyon), France

Fees [covering registration, coffee breaks, lunches]:

150 € [PhD students]

250 € [Program Attendees]

Registration: to fill the registration sheet

Contact and queries: camille.rioux@institutpaulbocuse.com

Accommodation [each participant manages his/her accommodation] List of possible hotels:

- Campanile Ecully <http://www.campanile.fr/ecully>
- Cool and Bed, 32 quai Arloing 69009 Lyon. Tél: 04 26 18 05 28 <http://www.coolandbed.com>
- Resid'Hôtel Lyon Lamartine : <http://www.residhotel.com/lyon-lamartine.html>
- Holiday Inn Lyon Vaise : <http://www.holidayinn.com/hotels/fr/fr/lyon/lysvv/hoteldetail>
- Ibis Lyon Perrache <http://www.ibishotel.com/fr/hotel-2751-ibis-lyon-centre-perrache/index.shtml>
- Hôtel Le Royal, www.mgallery.com/Lyon (*Hotel school of the Institut Paul Bocuse - ask us for partnership fare*)