

Felipe Reinoso Carvalho

Assistant Professor

Marketing

Joined the School in 2017

Academic Background

- 2013 - 2017 Ph.D. in Engineering and Psychology, as part of joint doctorate agreement between the faculties of Engineering (Vrije Universiteit Brussel) and Experimental Psychology (KU Leuven).
- 2010 - 2011 M.Sc. in Acoustics. Polytechnic University of Madrid. Madrid, Spain.
- 2000 - 2004 Bachelor in Sound Engineering. Inacap, Campus Pérez Rosales, Santiago, Chile.

Teaching Experience

COURSES TAUGHT IN RECENT YEARS

Graduate

- Designing experiences through the senses (Universidad de los Andes)
- Consumer Behavior (University of Angers).

Undergraduate

- Foundations of Marketing (Universidad de los Andes)
- Marketing research (Universidad de los Andes)

Academic Activities

- 2017 - to date Full-time assistant professor. UASM. Bogotá, Colombia.
- 2017 - to date Invited R&D scholar at Brain & Cognition Group, KU Leuven.
- 2017 - to date Invited R&D scholar at IAE Angers, Univ. of Angers.
- 2012 - 2017 R&D in Applied Acoustics, Vrije Universiteit Brussels, Belgium.
- 2013 - 2014 Tutor. Systematic Musicology. IPEM/University of Gent, Belgium, with Prof. Marc Leman.

Other Professional Experience

- 2006 - 2010 Full-time Project Manager, Voicez Inc., São Paulo, Brazil (2006-2010).
- 2005 - 2006 Full-time Sound Designer, Play it Again, São Paulo, Brazil (2005-2006).

Research

PEER REVIEWER FOR JOURNALS

- ACM conferences (Association for Computing Machinery; ad-hoc)
- ACE conferences (Advances in Computer Entertainment Technology; ad-hoc)

Criminological Encounters (ad-hoc)
 EAA conferences (European Acoustics Association; ad-hoc).
 Food Research International (ad-hoc)
 Food Science & Nutrition (ad-hoc)
 Food Quality and Preference (ad-hoc)
 i-perception (ad-hoc)
 Multisensory Research (invited editor).
 Plos One (ad-hoc)
 Psychology & Marketing (ad-hoc)
 Psychological Reports (ad-hoc)

Publications

BOOKS

Forthcoming Reinoso-Carvalho F., Velasco C., Wang QJ (in press) Auditory Contributions to Food Perception & Consumer Behaviour. BRILL: Leiden, Netherlands.

ARTICLES IN ACADEMIC JOURNALS

- 2019 Spence C., Reinoso-Carvalho F., Velasco C., Wang QJ (2019) Extrinsic Auditory Contributions to Food Perception & Consumer Behaviour: An Interdisciplinary Review. Multisensory Research – 32(4-5).
- 2019 Reinoso-Carvalho F., Dakduk S., Wagemans J., Spence C. “Not just another pint! The role of emotion induced by music on the consumer’s tasting experience”. (2019). Multisensory Research, 32(4-5), 367-400
- 2019 Reinoso Carvalho F., Dakduk S., Wagemans J., Spence C.(2019). “Dark vs. light drinks: The influence of visual appearance on the consumer’s experience of beer”. Food Quality and Preference, 74, 21-29.
- 2018 Reinoso Carvalho F., Moor P., Wagemans J., Spence C.(2018). “The influence of colour on the consumer’s experience of beer”. Frontiers in Psychology. 10.3389/fpsyg.2017.02205
- 2017 Reinoso Carvalho, F., Wang, Q. J., van Ee, R., Persoone, D., Spence, C. (2017). “Smooth Operator”: Music modulates the perceived creaminess, sweetness, and bitterness of chocolate. Appetite, 108, 383 - 390.
- 2017 Wang, Q. J., Reinoso Carvalho, F., Persoone, D., Spence, C. (2017) Assessing the effect of shape on expected and actual chocolate flavor, Flavour, 6(1), 2.
- 2016 Reinoso Carvalho, F., Wang, Q. J., de Causmaecker, B., Steenhaut, K., van Ee, R., Spence, C. (2016). Tune that Beer! Finding the Pitch Corresponding to the Taste of Bitter Beers. Beverages - special issue “Consumer Behavior and Beverage choice”, 2(4), 31.
- 2016 Reinoso Carvalho, F., Velasco, C., van Ee, R., Leboeuf, Y., Spence, C. (2016). Music Influences Hedonic and Taste Ratings in Beer. Frontiers in Psychology, 7, 636-648.
- 2016 Reinoso Carvalho, F., Wang, Q., van Ee, R., Spence, C. (2016). The influence of soundscapes on the perception and evaluation of beers. Food Quality and Preference, 52, 32 - 41.
- 2015 Reinoso Carvalho, F., Van Ee, R., Rychtarikova, M., Touhafi, A., Steenhaut, K., Persoone, D., Spence, C. (2015). Using sound-taste correspondences to enhance the subjective value of tasting experiences. Frontiers in Psychology, 6 (1), art.nr. 1309, 1- 8.

- 2015 Reinoso Carvalho, F., van Ee, R., Rychtarikova, M., Touhafi, A., Steenhaut, K., Persoone, D., Spence, C., Leman, M. (2015). Does Music Influence the Multisensory Tasting Experience? *Journal of Sensory Studies*, 30 (5), 404 - 412.
- 2014 Reinoso Carvalho, F., Tiete, J., Touhafi, A., Steenhaut, K. (2014). ABox: New method for evaluating wireless acoustic-sensor networks. *Applied Acoustics*, 79, 81 - 91.
- 2013 Dominguez, F., Nguyen, T., Reinoso Carvalho, F., Touhafi, A., Steenhaut, K. (2013). Active Self-Testing Noise Measurement Sensors for Large-Scale Environmental Sensor Networks. *Sensors*, 13 (12), 17241 - 17264.

CHAIR IN CONFERENCES AND SEMINARS

- 2016 Euroregio 2016 International Conference (Section Auditory and Multisensory Perception). June 13 - 15. Porto, Portugal.
- 2015 Euronoise 2015 International Conference (Section Auditory and Multisensory Perception). May 31 - June 3. Maastricht, Netherlands.

INVITED TALKS (CONGRESS/SEMINARS)

- 2019 Miraikan co-creation projects. 7 July. Tokyo, Japan.
- 2019 ISEA 2019. 22 June. Gwangju, Korea.
- 2019 IABDay. 24-25 April. Bogotá, Colombia.
- 2019 Neuroandes Simposium. 13 March. Bogotá, Colombia.
- 2018 Investigaction. 29-30 August. Bogotá and Medellin, respectively. Colombia.
- 2018 Congreso internacional de Marketing y Logística de la Universidad de la Sabana. 16 August. Bogotá, Colombia.
- 2018 CERALE 2018. 31 June. Cartagena. Colombia.
- 2018 International Congress of Marketing, Universidad de las Américas. June 4. Quito, Ecuador.
- 2017 International Congress of Marketing, Universidad de las Américas. June 6. Quito, Ecuador.
- 2017 Seminar Chocolate... Smaakt naar meer! Cacaolab, University of Gent. June 1. Gent, Belgium.
- 2016 Institute of Psychology, Universidade Federal do Rio Grande do Sul (UFRGS). July 6. Brazil.
- 2016 Center of Technology in Acoustics, Universidade Federal de Santa Maria (UFSM). July 4. Santa Maria, RS, Brazil.
- 2016 Iminds Research institute Expertise Centre for Digital Media, University of Hasselt. October 28. Hasselt, Belgium.
- 2016 Cyber T.U., Lab of Prof. Takuji Narumi (University of Tokyo). November 9. Tokyo, Japan.
- 2016 Seminar in Applied Economics and Management, Solvay Business School (Université Libre de Bruxelles). December 15. Brussels, Belgium.
- 2016 Lab of Experimental Philosophy, Unisinos. July 11. São Leopoldo, RS, Brazil.
- 2016 Nucleus of Auditory Communication, Universidade Estadual de Campinas (UNICAMP), July 12. Campinas, SP, Brazil.
- 2016 Center of Mathematics, Computer and Cognition, Universidade Federal do ABC (UFABC), July 13. Santo André, SP, Brazil.

PROCEEDINGS AND ABSTRACTS IN CONFERENCES/SIMPOSIUMS

- 2019 Ellis J., Sanchez J., Valderrama M., Reinoso-Carvalho, F. (2019) Puede desestresarnos un Sentido? Poster at the 1st Neuroandes Symposium. 13 March. Universidad de los Andes. Bogotá, Colombia.
- 2018 Reinoso Carvalho F. (2018) Multisensory Experiential marketing as an added value for Latin America strategic commodities. In: Proceedings of Cerale 2018. Cartagena, Colombia.
- 2016 Reinoso Carvalho, F. (2016). The Potential Added value of Sound in Multisensory Tasting Experiences. Perception day at Donders Institute, Radboud University, Nijmegen, Netherlands.
- 2016 Reinoso Carvalho, F., van Ee, R., Rychtarikova, M. (2016). Matching soundscapes and music with food types. Proceedings of Euroregio. Euroregio. Porto, Portugal, 13 – 15. June 2016 (art.nr. 9) (pp. 178 - 186). Lisboa: Sociedade Portuguesa de Acústica.
- 2016 Reinoso Carvalho, F., Steenhaut, K., Touhafi, A., van Ee, R., Velasco, C. (2016). Soundenhanced gustatory experiences and technology, Proceedings of the 18th ACM International Conference of Multimodal Interaction: ICMI 2016, November 12 - 14, 2016. Tokyo, Japan.
- 2016 Velasco, C., Reinoso Carvalho, F., Petit, O., & Nijholt, A. A multisensory approach for the design of food and drink enhancing sonic systems (2016). Proceedings of the 18th ACM International Conference of Multimodal Interaction: ICMI 2016, November 12 - 14, 2016. Tokyo, Japan.
- 2016 Reinoso Carvalho, F., Touhafi, A., Steenhaut, K., van Ee, R., Velasco, C. (2016). Using sound to enhance taste experiences: An Overview. Proceedings of the 12th International Symposium on Computer Music Multidisciplinary Research (CMMR). São Paulo, SP, Brazil 5 – 8. July 2016 (pp. 241 - 252). Marseille, France: Publications du L.M.A.
- 2016 Reinoso Carvalho, F., Touhafi, A., Steenhaut, K. (2016). Wireless Sensor Networks for sound design: AES Paris 2016: Vol. 140. AES Paris 2016. Paris, France, 4 – 7. June 2016 (art.nr. 9581) (pp. 9581 - 9595). New York: AES.
- 2016 Reinoso Carvalho, F. (2016). How sound can influence taste perception? Proceedings of the 3rd ABAV PhD and Young acousticians day. ABAV PhD and Young acousticians day. Gent, Belgium, January 25, 2016.
- 2015 Reinoso Carvalho, F., van Ee, R., Touhafi, A., Steenhaut, K., Rychtarikova, M. (2015). Assessing multisensory tasting experiences by means of customized soundscapes. Euronoise 2015: Vol. 1 (1). Euronoise 2015. Maastricht, the Netherlands, 1 - 3 June 2015 (pp. 739 - 744). Maastricht: Stichting Euronoise.
- 2013 Reinoso Carvalho, F., van Ee, R., Touhafi, A. (2013). TASTE - Testing Auditory Solutions Towards the Improvement of the Tasting Experience. Proceedings of the 10th International Symposium on Computer Music Multidisciplinary Research (CMMR) 2013. Marseille, France, 15 – 18. October 2013 (pp. 795 - 805). Marseille, France: Publications du L.M.A.
- 2013 Reinoso Carvalho, F., Tiete, J., Touhafi, A., Steenaut, K. (2013). ABOX: Anechoic Boxes. VUB PhD Research Day: vol. 1 (1). VUB PhD Research Day. Brussels, Belgium, May 31. 2013, 113 - 113, Abstract No. 129.
- 2004 Reinoso Carvalho, F. (2004). Analysis of the musical production of the Brazilian Tropicália Movement. 5to Encuentro de audio AES Latinoamerica. Encuentro de audio AES Latinoamerica. Santiago de Chile, Chile, 1 July 2004.
- Reinoso Carvalho, F. (in press). The Potential Added value of Sound in Multisensory Tasting Experiences. Perception day at Donders Institute, Radboud University, Nijmegen, Netherlands.

OTHER PUBLICATIONS

- 2019 Reinoso Carvalho F. (2019). "Comunicar a través de los sentidos". (2019). In: Revista P&M. – pp 66-67.
- 2018 Reinoso Carvalho F. (2018) SONIC.TASTE - Creando sonidos para realzar la experiencia de los sabores. Colombia.
- 2018 Reinoso Carvalho F. (2018) Según estudios, la música realza los sabores de la cerveza. Colombia.

Entrepreneurship

- 2018 – 2019 Jagermeister's Taste Remastered.
- 2016 – 2017 The Sound of Chocolate.
- 2015 – to date Sonic.Taste

Scholarships and Academic Distinctions

- 2012 - 2017 Doctoral scholarships, from different sources.
- 2016 Conference Travel Grant – ACM/ICMI 2016; granted by University of Kyoto.
- 2016 Conference Travel Grant – ACM/ICMI 2016; granted by Vrije Universiteit Brussel.
- 2016 Conference Travel Grant – ACM/ICMI 2016; granted by FWO, Flanders.
- 2016 Conference Travel Grant – CMMR 2016; granted by FWO, Flanders.
- 2012 Conference Travel Grant – Tecniacústica, 2012; granted by the Spanish Acoustic Association (SEA).

FUNDING

- 2019 - 2021 *CRI-KEE: Consumption and Representations of Insects – Knowledge on their Edibility in Europe*. Host institution: University of Angers, France (directed by prof. Gaelle Pantin-Sohier). Role of FRC: Research fellow. Funded by ANR-France (370k EUR).
- 2019 - 2020 *Design Edible Insects Products*. Host institution: University of Angers, France (directed by prof. Gaelle Pantin-Sohier). Role of FRC: Research fellow. Funded by OIC, France (56K EUR).
- 2019 - 2020 *The influence of background noise in the tasting experience of coffee*. Host Institution: Universidad de las Américas-UDLA, Ecuador (directed by prof. Luis Alberto Bravo). Role of FRC: Research fellow. Funded by UDLA internal R&D funding scheme (15k USD).
- 2018 - 2021 *Designing Innovative Multisensory Tasting Experiences in Latin America*. Host Institution: Universidad de los Andes-Uniandes, Colombia (directed by FRC). Funded by Uniandes FAPA funding scheme (36k USD)
- 2018 - 2020 *Innopiangua – Cadenas de Valor sostenibles en la pesca artesanal*. Host: Universidad de los Andes, Colombia (Directed by Prof. Gordon Wilmsmeir). Role of FRC: Research fellow.
- 2017 - 2020 *The Sound of Food, Featuring the GeeX - The Group of Emerging Experiences*. Host Institution: KU Leuven-KUL (directed by prof. Johan Wagemans). Role of FRC: Coordinator. Funded by KUL internal IOF funding scheme (152k EUR)