

FELIPE REINOSO

Associate Professor | Marketing Area

Joined the School in 2017

ACADEMIC BACKGROUND

- 2013 - 2017 Ph.D. in Experimental Psychology, Vrije Universiteit Brussel / 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

- Xperiences - Designing Multisensory Experiences (Universidad de los Andes)
- International Consumer Behavior (IAE Angers)
- Multi/sensory Marketing (University of Bayreuth)

Undergraduate

- Fundamentals of Marketing (Universidad de los Andes).
- Designing Experiences through the Senses (Universidad de los Andes).
- Sensing the Consumer's Journey (Universidad de los Andes).
- Market Research (Universidad de los Andes)

ACADEMIC ACTIVITIES

- 2021 – to date Associate Professor. UASM. Bogotá, Colombia.
- 2021 – to date Director of the Master Program in Supply Chain Management. UASM. Bogotá, Colombia.
- 2017 - 2021 Assistant Professor. UASM. Bogotá, Colombia.
- 2021 Invited R&D scholar at University Bayreuth. Germany.
- 2017 - 2021 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)
- CE 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

- 2021 Reinoso-Carvalho, F. (2021) *Percepción. Un viaje a través de los sentidos*. Intermedio Editores. (ISBN 978-958-504-024-3) Colombia.
- 2020 Reinoso-Carvalho, F. (2020) *Auditory Contributions to Food Perception & Consumer Behaviour*. Brill. (ISBN 978-90-04-41630-7).
- 2019 Spence C, Reinoso-Carvalho, F., Velasco C, Wang Q. (2019) *Auditory Contrs. to Food Percept. & C. Behav.* Brill. (ISBN 978-90-04-41630-7) Holanda.

Articles in Academic Journals

- 2022 Siqueira R, ter Horst E, Molina G, Gunn L, Reinoso-Carvalho, F., Sezen B, Peña-García N. (2022) Branding in the Eye of the Storm: The Impact of Brand Ethical Behavior on Brand Commitment During the Covid-19 Crisis in a Latin American Country (CF). *Journal of Marketing Analytics* (ISSN 20503318) 1 (1), pp. 1-10.
- 2021 Rodríguez B, Arroyo C, Reyes L.H., Reinoso-Carvalho, F., Rodríguez B. (2021) Promoting healthier drinking habits: Using sound to encourage the choice for non-alcoholic beers in e-commerce. *Foods* (ISSN 2304-8158) 10 (9), pp. 1-35.
- 2021 Spence C, Wang Q, Reinoso-Carvalho, F., Keller S. (2021) Commercializing Sonic Seasoning in Multisensory Offline Experiential Events and Online Tasting Experiences. *Frontiers in Psychology* (ISSN 1664-1078) 12 (740354), pp. 01-20.
- 2021 Reinoso-Carvalho, F., Campo R, Velasco C. (2021) Toward Healthier Cookie Habits: Assessing the Role of Packaging Visual Appearance in the Expectations for Dietary Cookies in Digital Environments. *Frontiers in Psychology* (ISSN 1664-1078) 12 (1), pp. 10.
- 2021 Campo R, Reinoso-Carvalho, F., Rosato P. (2021) Wine Experiences: A Review from a Multisensory Perspective. *Applied Sciences - Basel* (ISSN 2076-3417) 1 (4488), pp. 1-18.

- 2020 Reinoso-Carvalho, F., Gunn L, Molina G, Narumi T, Spence C, Suzuki Y, ter Horst E, Wagemans J. (2020) A sprinkle of emotions vs a pinch of crossmodality: Towards globally meaningful sonic seasoning strategies for enhanced multisensory tasting experiences. *Journal of Business Research* (ISSN 0148-2963) 117 (-), pp. 389-399.
- 2020 Reinoso-Carvalho, F., Gunn L, ter Horst E, Spence C. (2020) Blending emotions and crossmodality in sonic seasoning: Towards greater applicability in the design of multisensory food experiences (FC). *Foods* (ISSN 2304-8158) NA (1), pp. 1-20.
- 2020 Bravo-moncayo L, Reinoso-Carvalho, F., Velasco C. (2020) The effects of noise control in coffee tasting experiences. *Food Quality and Preference* (ISSN 0950-3293) 86.
- 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)

- 2022 Sonic seasoning: Assessing the role of hearing in the experience of the chemical senses.
- 2022 Does cute packaging influence the perception of consumers of insect-based products?
- 2022 Elles sont «fun» et bonnes pour la santé mes chips aux insectes? Influence du packaging fantaisiste est de signaux informationnels sur la perception du consommateur.
- 2022 Multisensory eating experience in Colombia and Norway (FC).
- 2022 Promoviendo hábitos más saludables: Sonidos para fomentar la elección de Cervezas Sin Alcohol en la experiencia digital - Seminario de Investigación Ágora.
- 2021 Promoting Healthier Drinking Habits - III Simposio Neuroandes.
- 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 Symposium. 13 March. Bogotá, Colombia.
- 2018 Investigacion. 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

- 2022 The Sounds of Freshness: Soundtracks that crossmodally correspond with sensations associated to olfactory freshness (FC). Rodríguez B, Reinoso-Carvalho, F.
- 2021 Oliveira D, Pantin G, Gaen C, Reinoso-Carvalho, F., Deliza R. (2021). Effect of insect-based products packaging design on consumers' emotional perceptions: a cross-cultural approach.
- 2021 Campo R, Reinoso-Carvalho, F., DE M, Trio O. (2021). Does the appearance of packaging influences consumer's expectations of dietary food in e-commerce?
- 2021 Oliveira D, Pantin G, Gaen C, Reinoso-Carvalho, F., Deliza R. (2021). Effect of insect-based products packaging design on consumers' emotional perceptions: a cross-cultural approach.
- 2021 Reinoso-Carvalho, F. (2021) Percepción. Un viaje a través de los sentidos. Intermedio Editores. (ISBN 978-958-504-024-3) Colombia.
- 2020 Riaño L, Reinoso-Carvalho, F., Barrios A, Campo R. Culture and communication for a wellbeing-oriented food marketing strategy. (2020)
- 2019 Ellis J., Sanchez J., Valderrama M., Reinoso-Carvalho, F. (2019) Puede desestresarnos un Sentido? Poster at the 1st Neuroandes Simposium. 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

- 2022 Un viaje a través de los sentidos. Revista PyM (ISSN 0120-5293) Colombia.

2022	Rodríguez B, Reinoso-Carvalho, F., Díaz-Cely J. (2022) Representation of music listener profiles involving machine learning techniques. Bélgica.
2022	Rodríguez B, Reinoso-Carvalho, F., Reyes L.H. (2022) Mercadeo sensorial para una vida más saludable. Revista PyM (ISSN 0120-5293) Colombia.
2021	Reinoso-Carvalho, F. (2021) A qué suena el café de Colombia? Revista PyM (ISSN 0120-5293) Colombia.
2020	Reinoso-Carvalho, F. (2020) Cómo entendemos el mundo a través de los sentidos? Revista PyM (ISSN 0120-5293) Colombia.
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 - 2023	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 - 2023	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)

PARTICIPATION IN BOARDS, COMMITTEES AND ASSOCIATIONS

2020 – to date Editorial Board in Frontiers.