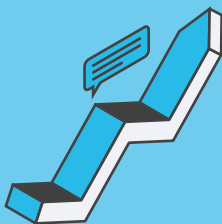
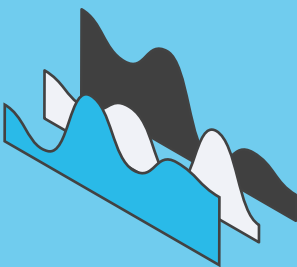
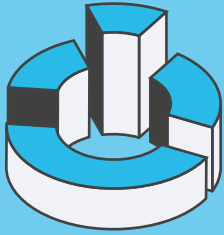
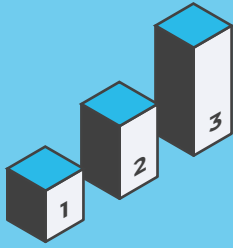


III Edition of the AEPAS International Course on Sensometrics

Director: Carolina Chaya

Universidad Politécnica de Madrid,

23rd-27th June 2025



The Lecturers



Dr. Marija Banovic

Marija Banovic holds the position of Associate Professor of Consumer Behavior within the Department of Management, Aarhus University. She is affiliated to the MAPP Centre and the CBIO - Centre for Circular Bioeconomy, and an active member of Marketing and Sustainability research group. Marija coordinates HUB 2GETHER which is part of the START - Centre for Sustainable Agrifood Systems. Her primary research areas encompass individual food-related behaviour and decision-making, new product development, co-creation and acceptance of novel food products with focus on health and sustainability issues. Over the past decade, Marija has participated and played a coordinator role in more than 12 research projects, receiving funding from the European Union as well as national sources in Portugal, Ireland, and Denmark. Marija possesses extensive experience in teaching both Quantitative and Qualitative Research Methods. Find out more about Marija's profile at: <http://person.au.dk/en/maba@mgmt.au.dk>



Dr. Carolina Chaya

Carolina Chaya is an expert in Sensometrics, working at the Universidad Politécnica de Madrid since 2003. She delivers University courses on Applied Statistics, Sensometrics and Market Research at both undergraduate and postgraduate levels. Carolina is founder member of both European Sensory Science Society (E3S) and Spanish Professional Association of Sensory Analysts (AEPAS). She has been an active member of the Boards of both societies for more than eight years, with responsibilities as Chair (2019-2021) and Vice-chair (2015-2019) of E3S, and Secretary (2010-2016) and Vice-chair (2016-2019) of AEPAS. She is the leader of SensUPM, a research line focused on Sensometrics and Consumer Studies, and delivers technical assessment to industries and private companies. Carolina collaborates with different multidisciplinary research groups, with a major contribution on Statistical Analysis. Her recent research is related to the impact of individual differences on consumers' response and more specifically on consumers' emotions elicited by foods and beverages. She is member of the Editorial Board of the Journal of Food Quality and Preference. Link to personal website: carolinachaya.wixsite.com/home



Dr. Michael Greenacre

Michael Greenacre is "Senior Talent Professor" at the Universitat Pompeu Fabra in Barcelona and affiliated professor of the Barcelona School of Management. His academic work centres around methods for analyzing multivariate data, having specialized in correspondence analysis since his doctoral studies with Jean-Paul Benzécri and then in compositional data analysis after collaborations with both John Aitchison and Paul Lewi. He has over 100 scientific publications in international refereed journals and has written or co-edited 12 books, including *Theory and Applications of Correspondence Analysis* (1984), three separate editions of *Correspondence Analysis in Practice* (1993, 2007 and 2016) and most recently, *Compositional Data Analysis in Practice* (2018). He has given short courses in 15 countries around the world, mostly to marine biologists but also to market researchers and statisticians. He has also been the co-organizer, with Prof. Jörg Blasius in Bonn, Germany, of the successful series of quadrennial conferences called CARME (Correspondence Analysis and Related Methods), which have taken place since 1991, in Cologne (3 times), Barcelona, Rotterdam, Rennes, Naples, Stellenbosch (South Africa) and the latest one in Bonn, 2023. Michael has a wide range of interests in the world of data analysis and has worked with sociologists, Arctic ecologists, biologists, biochemists, geochemists and geneticists. He is also a musician and has two CD albums published of his own music, and is well-known for his satirical statistical songs on the YouTube channel [youtube.com/StatisticalSongs](https://www.youtube.com/StatisticalSongs).



Gabriel López Font

Gabriel López is a researcher at the Department of Agricultural Economics, Statistics and Business Management at Universidad Politécnica de Madrid

After working in consumer studies in the food industry, he returned to the University to develop his thesis. He is currently working on the adaptation of questionnaires for people with reduced intellectual capacities and on the application of natural language processing to consumer studies.



Dr. David Orden

David Orden is Full Professor of Applied Mathematics at the University of Alcalá, where he arrived after working at the universities of Cantabria and Alicante. He has published a large number of scientific papers, leading and taking part of many research projects.

Interested in learning and helping to learn, his main area of research is Discrete and Computational Geometry, with particular interest on geometric graphs.

He enjoys applying mathematics to other areas, like Sensory Analysis, Computer Science, or Telecommunications.

Furthermore, he also devotes part of his time to popularization of Mathematics by different means.



Dr. Pascal Schlich

Dr. Pascal Schlich is a Director of Research with the French National Research Institute for Agriculture, Food and Environment (INRAE). He served as scientific director of the ChemoSens platform at the Center for Taste and Feeding Science (CSGA) in Dijon, France for more than 20 years. Dr. Schlich is a statistician by trade who developed innovative methods for the collection and the analysis of sensory data. He introduced and promoted the Temporal Dominance of Sensations (TDS) method, developed sensory databases, coordinated national consumer research projects on sensory education and preferences toward fat, salt and sweet sensations and developed the TimeSens® software. Pascal also taught statistics for sensory analysis in several universities in France and consults for several major companies worldwide.



Dr. Amparo Tárrega

Scientist at the Institute of Agrochemistry and Food Technology (IATA-CSIC) in Valencia. Her research line focuses on understanding consumer perception and response to intrinsic (sensory properties) and extrinsic properties (label, messages, claims) of food and the impact on consumer behavior, attitudes and food intake.

She has developed her scientific work in well-known research institutions Cornell University, USA, INRA of Dijon (France) and the University of Nottingham (United Kingdom).

She has published more than 130 papers. She is Chair of the AEPAS Board.

Program

The course provides theoretical background and practical sensometrics applications on the different methods.

Themes & Main Lectures

23rd June

Sensometrics with R

8:00 – 10:00	Introduction to R	Gabriel López-Font
10:00 – 10:30	Coffee Break	
10:30 – 12:00	Sensometrics applications with R	Gabriel López-Font Carolina Chaya
12:00 – 13:00	Lunch	
13:00 – 14:00	Sensometrics applications with R (cont.)	Gabriel López-Font Carolina Chaya
14:00 – 14:30	Test (optional) and closure	Gabriel López-Font Carolina Chaya

24th June

Multivariate Methods

8:00 – 10:00	Introduction to univariate and multivariate methods	Michael Greenacre
10:00 – 10:30	Coffee Break	
10:30 – 12:00	Multivariate methods (cont.)	Michael Greenacre
12:00 – 13:00	Lunch	
13:00 – 14:30	Sensometrics applications of multivariate methods	Amparo Tárrega Michael Greenacre

25th June

Multivariate Methods Temporal Methods

8:00 – 10:00	Multivariate methods (cont.)	Michael Greenacre
10:00 – 10:30	Coffee Break	
10:30 – 12:00	Sensometrics applications of multivariate methods (cont.)	Michael Greenacre
12:00 – 13:00	Lunch	
13:00 – 14:00	Test on multivariate methods (optional) and closure	Michael Greenacre Carolina Chaya
14:00 – 15:30	Introduction to temporal methods	Carolina Chaya David Orden

Program

26th June		Temporal Methods
8:00 - 10:00	Temporal dominance of sensations (TDS)	Pascal Schlich
10:00 - 10:30	Coffee Break	
10:30 - 12:00	Beyond TDS	Pascal Schlich
12:00 - 13:00	Lunch	
13:00 - 14:30	Applications of temporal methods	Pascal Schlich
14:30 - 15:30	Test on temporal methods (optional) and closure	Pascal Schlich Carolina Chaya

27th June		Factor Analysis And Structural Equation Modelling
8:00 - 10:00	Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA)	Marija Banovic
10:00 - 10:30	Coffee Break	
10:30 - 12:00	Structural equation modelling (SEM)	Marija Banovic
12:00 - 13:00	Lunch	
13:00 - 14:30	Applications of temporal methods	Marija Banovic
14:30 - 15:30	Test on CFA and SEM (optional) and closure	Marija Banovic Carolina Chaya

The course has a modular structure. Attendees are invited to register for the different themes/modules, independently, or for the whole course. Registration for the whole course will benefit by an additional discount on the fees.

Reduced fees are offered to members of AEPAS, E3S and other Sensory Science societies.

More detailed information about the program and organization issues will be available soon.

Fees, modalities & prices

	Sensometrics with R	Multivariate methods	Temporal Methods	Multivariate + Temporal Methods	Factor Analysis and Structural Equation Modelling	Full course
AEPAS Students	90	250	250	450	150	550
AEPAS regular members. E3S and other sensory societies students	110	300	300	550	250	700
E3S and other sensory societies regular members	180	600	600	1100	350	1400
Others	250	1100	1100	2000	450	2400

Pre-registration applications: open since 13th January 2025

Confirmation of registration: before 14th abril

Payment: up to two weeks after confirmation

Places are limited and will be assigned by order of pre-registration.

Access

Access By Car:

Av. Puerta de Hierro, nº 2 - 4, Ciudad Universitaria, Madrid, España

There is free parking available for attendees

Access By Public Transport:

Metro Station: Ciudad Universitaria (Line 6) -
Then walk 200m

Bus: G, 82, 132, 133, U - Then walk 200m



Contact

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✉ carolina.chaya@upm.es

📷 [@sensupm_](https://www.instagram.com/sensupm_)