

SUSTAINABLE FOOD CONSUMPTION & MARKETING

Join us on November 19, 2026, for a mini symposium organized by the Food Research & Innovation Center (FRIC) in collaboration with the Chair of Marketing.

PROGRAM

- 13h30** Welcome word from the Food Research & Innovation Center - **Prof. Olivier Furrer & Dr. Jun He** (co-chairs), Faculty of Management, Economics and Social Sciences, Chair of Marketing, University of Fribourg.
- 13h45** Understanding Consumer Taste Perception - **Prof. Sabrina Stöckli** (Lecturer, Bern University of Applied Sciences, Institute Marketing & Global Management).
- 14h15** From the Bin to the Body: How waste salience during consumption leads to overeating - **Dr. Jun He** (Senior Researcher, FRIC and Chair of Marketing, University of Fribourg).
- 14h45** Coffee break
- 15h15** Developing a digital behavioral biomarker of human motivation- **Dhwani Shah** (PhD Student, Laboratory for Neurorehabilitation Science, Faculty of Science & Medicine, University of Fribourg).
- 15h45** Healthy Eating and Satisfaction, the two Paths toward Affective Wellbeing: A Study in the Collective Restaurant Context - **Prof. Olivier Furrer** (FRIC co-director, Chair of Marketing, University of Fribourg).
- 16h15** Closing remarks.
- 16h30** Apero & networking.

REGISTRATION

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