



Carolina CHAYA

Associate Professor

Universidad Politécnica de Madrid (UPM)

carolina.chaya@upm.es

0034 910670894

Dept. of Agricultural Economics, Statistics and Business Management (ETSIAAB, UPM).

Qualifications	<p>Agricultural engineering, UPM, 1993. Diplôme de Spécialisation Post-universitaire CIHEAM-IAMM (Centre International de Hautes Études Agronomiques Méditerranéennes – Institut Agronomique Méditerranéen de Montpellier), 1991. Master of Science, CIHEAM-IAMM, 1993. PhD Agricultural Engineering, UPM 1997. PhD Economic Sciences, University of Burgundy (France), 1997.</p>
Work experience	<p>1996 Research Assistant UPM. 2001 Teaching Assistant UPM. 2003-Present: Associate Professor (PTU), UPM.</p>
Academic responsibilities and Committee positions	<p>2013: Academic Secretary of the Dept. of Statistics and Management Science in Agriculture, UPM. 2014: Academic Secretary of the Dept of Agricultural Economics, Statistics and Business Management, UPM 2019-Present: Head of the Dept of Agricultural Economics, Statistics and Business Management, UPM 2019-2021: Chair of the European Sensory Science Society (E3S) 2013-Present: Member of the E3S Board. 2010-Present: Founding member and Secretary of the Asociación Española de Profesionales del Análisis Sensorial (AEPAS). 2006-Present: Member of the “Comité Técnico de Normalización en Análisis Sensorial” (CTN-87) of the Spanish Agency of Standardization (Agencia Española de Normalización, AENOR).</p>
Selected publications	<p>CHAYA, C., PEREZ-HUGALDE, C., JUDEZ, L., WEE, C.S. and GUINARD, J.X. Use of the STATIS method to analyse time-intensity profiling data. <i>Food Quality and Preference</i>. Vol.15 (1), 3-12, 2003.</p> <p>NG, M., LAWLOR, J.B., CHANDRA, S., CHAYA, C., HEWSON, L. and HORT, J. Using Quantitative Descriptive Analysis and Temporal Dominance of Sensations analysis as complementary methods for profiling commercial blackcurrant squashes. <i>Food Quality and Preference</i>. Vol. 25. 121-134, 2012.</p> <p>NG, M., CHAYA, C. and HORT, J. Beyond Liking: Comparing the Measurement of Emotional Response using EsSense Profile and Consumer Defined Check-All-That-Apply Methodologies. <i>Food Quality and Preference</i>. Vol. 28. 193-205, 2013.</p> <p>MORA, M., URDANETA, E. and CHAYA, C. Emotional response to wine: Sensory properties, age and gender as drivers of consumers’ preferences. <i>Journal of Food Quality and Preference</i>, Vol. 66, 19-28, 2018</p> <p>MORA, M., GIUSSANI, B., PAGLIARINI, E., CHAYA, C. Improvement of an emotional lexicon for the evaluation of beers. <i>Journal of Food Quality and Preference</i>, Vol. 71, 158-162, 2019. https://doi.org/10.1016/j.foodqual.2018.06.007</p> <p>MORA, M., DUPAS, A., FERNANDEZ-RUIZ, V., BRIZ, T., CHAYA, C. “Comparison of methods to develop an emotional lexicon of wine: Conventional vs Rapid-method approach”. <i>Journal of Food Quality and Preference</i>, Vol. 83, 103920, 2020. https://doi.org/10.1016/j.foodqual.2020.103920.</p>

Other appointments	2015-Present: External Examiner of Postgraduate Certificate Courses at University of Nottingham 2013-Present: Director and Teacher of the Sensometrics course (30 hours) organized by AEPAS every two years, UPM. 2011-Present: Active member of the Working Groups PDO (Protected Designation of Origin) and EDU (Education) of E3S. 2008-Present: Leader of a sensory panel.
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