

John E. Hayes

ASSOCIATE PROFESSOR, Food Science at Pennsylvania State University

University Park, PA, US

Dr. Hayes explores how sensations from food and nonfood products drive consumer acceptability, including the role of biology in food choices

Description

John Hayes is an associate professor of food science, and the director of the Sensory Evaluation Center. His lab studies why people choose to eat certain foods. Specifically, his lab recently focused on spicy foods, wine and artificial sweeteners. His areas of expertise are sensory science, human psychophysics, taste biology, drug delivery systems, food choice, ingestive behavior, and consumer acceptability.

Industry Expertise

Research, Education/Learning, Food and Beverages

Topics

Consumer Behavior, Food Choice, Taste, Flavor Perception, Smell, Behavioral Genetics, Integrated traditional sensory science methods with behavioral genetics to understand biological factors that may cause individuals to consume some foods but not others

Affiliations

Graduate Program in Neuroscience, Huck Institutes of the Life Sciences, Penn State, Graduate Program in Nutrition, College of Health and Human Development, Penn State

Education

Brown University

Post-doc Alcohol/Behavioral Genetics

University of Connecticut

Ph.D. Nutrition

University of Connecticut

Graduate Certificate Quantitative Research Methods (Psychology)

Cornell University

M.S. Food Science (Sensory Science)

Cornell University

B.S. Food Science

Accomplishments

Barry Jacobs Memorial Award for Research on the Psychophysics of Human Taste and Smell
Association for Chemoreception Sciences, 2016

Elsevier Food Quality and Preference Investigator of the Future Award
2015

Roy C. Buck Award
Penn State College of Agricultural Sciences, 2013

Ajinomoto Award for Young Investigators in Gustation
Association for Chemoreception Sciences, 2011

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