

Monday, August 25

206/207

Sensory Evaluation Division

Recent Updates in Sensory and Consumer Science

Chair: **Seung-Joo Lee** (Sejong University, Korea)

D1-1 15:00-15:50
In-depth Study of Consumers Using Emotions and Psychographics
Herb Meiselman (Herb Meiselman Training and Consulting Services, USA)

D1-2 15:50-16:40
Rapid Methods for Making Successful New Products
Hal MacFie (Hal Macfie Training Ltd, UK)

Chair: **Jae-Hee Hong** (Kookmin University, Korea)

D1-3 16:40-17:10
Descriptive Evaluation of Kimchi and Consumer Liking of Kimchi Products in the United States
Jeehyun Lee (Pusan National University, Korea)

D1-4 17:10-17:40
An Investigation on Some Underlying Ideas of Sensory Profiling Methodologies
Soh Min Lee (Ewha Womans University, Korea)