

Short Biography

BIOGRAPHY

Name & Institute

F.J. Armando Perez-Cueto

Associate Professor

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Biography

Armando is Associate Professor at the Design and Consumer Behaviour Section and is responsible of the teaching module Food Consumer Research at MSc Level. This course is part of the Food Innovation and Health Master Program. As beneficiary of Erasmus+ Staff Mobility grants he is guest lecturer at the University of Porto, Portugal.

His research focus is on consumers, food related behaviours, plant-based consumption and how to facilitate healthier, sustainable and ethical food choices.