

FINAL RESUME ON THE RESEARCH UNIT:
Institut Paul Bocuse Research Center (IPBR)

UNDER THE SUPERVISION OF THE
FOLLOWING INSTITUTIONS AND
RESEARCH BODIES:

Institut Paul Bocuse

EVALUATION CAMPAIGN 2019-2020
GROUP A

Report published on April, 07 2021



In the name of Hcéres¹:

Thierry Coulhon, President

In the name of the experts committee²:

Jean-Pierre Hassoun, Chairman of the
committee

Under the decree No.2014-1365 dated 14 November 2014,

¹ The president of Hcéres "countersigns the evaluation reports set up by the experts committees and signed by their chairman." (Article 8, paragraph 5);

² The evaluation reports "are signed by the chairman of the experts committee". (Article 11, paragraph 2).

Tables in this document were filled with data submitted by the supervising body on behalf the unit.

UNIT PRESENTATION

Unit name:	Institut Paul Bocuse Research Center
Unit acronym:	IPBR
Current label and N°:	
ID RNSR:	
Application type:	Renewal
Head of the unit (2019-2020):	Ms Agnès GIBOREAU
Project leader (2021-2025):	Ms Agnès GIBOREAU
Number of teams and/or themes:	-

EXPERTS COMMITTEE MEMBERS

Chair:	Mr Jean-Pierre HASSOUN, CNRS, Paris
Experts:	Mr Luís Miguel CUNHA, University of Porto, Portugal Ms Jutta ROOSEN, Technical University of Munich, Germany Ms Barbara STEWART-KNOX, University of Bradford, United Kingdom

HCÉRES REPRESENTATIVE

Mr Hubert PERES

REPRESENTATIVE OF SUPERVISING INSTITUTIONS AND BODIES

Mr Dominique GIRAUDIER, Institut Paul Bocuse

INTRODUCTION

HISTORY AND GEOGRAPHICAL LOCATION OF THE UNIT

Institut Paul Bocuse (created in 1991) is a school of hospitality management, food service and culinary arts, recognized (since 2018) by the Ministère de l'Enseignement Supérieur, de la Recherche et de l'Innovation as a higher education institution. Its research center (IPBR - Institut Paul Bocuse Research Center) opened in 2008 in order to transfer scientific knowledge and know-how to the professionals and future professionals of the food and hospitality sectors.

The first years of existence (2009-2014) were dedicated to developing the research environment allowing the definition and the set-up of the framework of doctoral research program with partnered universities. The following five years (2015-2019) were devoted to strengthening the multilevel approach considering human factors (e.g. social and psychological variables), food factors (e.g. sensory and nutritional variables) as well as contextual factors mainly related to eating out contexts (e.g. variety and choice architecture). In 2019, the decision was made to follow national standards for academic units and to put the research program into a multiannual perspective.

IPBR is structured in three poles:

- Science: this pole gathers 5 researchers with a permanent position (1 HDR and 4 PhD) in social science, cognitive science, nutrition, food science and marketing;
- Innovation: this pole gathers 5 project managers with a permanent position who conduct studies for the benefit of internal experimentation as well as of innovation transfer;
- Support: this pole gathers 3 persons with a permanent position bringing support to other poles for grants and subventions, for communication and networking with the industry and for internal administration tasks.

IPBR is located in the Ecully campus of Institut Paul Bocuse (1A Chemin de Calabert, 69130 Ecully).

MANAGEMENT TEAM

IPBR is headed by Ms Agnès GIBOREAU.

HCÉRES NOMENCLATURE

SHS1 Marchés et organisations

SHS2 Normes, institutions et comportements sociaux

SHS4 Esprit humain, langage, éducation

SVE1 Agronomie, biologie végétale, écologie, environnement, évolution

THEMATICS

IPBR produces scientific knowledge and know-how contributing to the improvement of the well-being of the populations, in all the contexts of food and hospitality, at all ages, worldwide. Research focuses on: behavioral and consumer studies, cognitive psychology, nutrition and eating behavior, meal patterns and social science, and food science.

UNIT WORKFORCE

Institut Paul Bocuse Research Center (IPBR)		
Active staff	Number 06/30/2019	Number 01/01/2021
Full professors and similar positions		
Assistant professors and similar positions		
Full time research directors (Directeurs de recherche) and similar positions	1	1
Full time research associates (Chargés de recherche) and similar positions	4	5

Other scientists ("Conservateurs, cadres scientifiques des EPIC, fondations, industries, etc.")	5	8
High school teachers		
Supporting personnel (ITAs, BIATSSs and others, notably of EPICs)	3	5
Permanent staff	13	19
Non-permanent professors and associate professors, including emeritus		
Non-permanent full time scientists, including emeritus, post-docs (except PhD students)	2	
PhD students	10	
Non-permanent supporting personnel	1	
Non-permanent staff	13	
Total	26	19

GLOBAL ASSESSMENT OF THE UNIT

Since 2008, the Institut Paul Bocuse Research Center (IPBR) has carved a niche and achieved standing in the academic world with its focus on food perception and behavior research employing the wider environment as a living lab.

This has been possible because of the special, human and historical connection with Institut Paul Bocuse which is a school of hospitality management, food service and culinary art recognized as a higher education institution by the Ministère de l'Enseignement Supérieur, de la Recherche et de l'Innovation. As Institut Paul Bocuse, IPBR benefits from the name and reputation of Paul Bocuse, this represents a symbolic capital. It has been also possible because IPBR is financially self-sufficient with numerous research contracts mainly in the private sphere but also in the public sphere.

By strategical identification of partners and international collaborations with international and national researchers, the Research Center has been able to build a network of researchers and to successfully obtain research project funding, to produce world-class PhD programs and to be financially self-sufficient.

IPBR has installed a Research & Innovation Committee (RIC) and through that, established an impressive list of collaborations with French and international companies and clinical institutions. The research strategy is centered around the field of behavioral and consumer studies, cognitive psychology, nutrition and eating behavior, meal patterns and social science, and food science. Strong research output came in behavioral economics, cognitive science and food science.

Another important scientific output we have to note is that, since 2015, 11 PhD have been defended. Three of these successful candidates received a prize for their thesis and all the new PhD graduates have found a position in academic world or in industry.

Outside the academic world, IPBR has strong associations with clinical institutions. This meets one of its main objectives: to improve the well-being of vulnerable persons through food.

Interactions with the industrial system are constitutive of the Center and are developed in the frame of the RIC, which was set up in 2012 and comprises 28 members. This platform provides an excellent means through which to involve big enterprises and is advantageous from a financial point of view but also to discover new challenges and identify needs in food research.

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