

Prof. Eli Cohen's current research interests are focused on perception of the quality of food and beverages, consumers' behavior and choice of food and beverages products. His research has been published in high-ranked journal and presented in professional conferences. Among the journals: *European Journal of Marketing*, *International Journal of Wine Business Research*, *Food Quality and Preference*, *Tourism and Hospitality Research*. He is also recognized as an outstanding reviewer of academic manuscripts for academic journals. He has over 30 years of experience in consulting in the food industry in Israel and in Europe. He taught research methods and other topics in international courses in Israel, France, Hong Kong and Australia.