



AWBR 2017

Call for Papers

July 25th-28th

We are pleased to welcome papers for the 10th Academy of Wine Business Research Conference. **People, Performance & Passion: Evolving Research Perspectives** is the theme for the conference. It will be hosted by *Sonoma State University School of Business and Economics* and the *Wine Business Institute*. The conference will be held in the Sonoma & Napa Wine Region of California in the town of Rohnert Park, July 25th-28th, 2017. Co-Chairs for the Conference are Janeen Olsen (janeenolsen@gmail.com) and Liz Thach (liz@lizthach.com).

Submissions to the Academy of Wine Business Research Conference:

To be included in the review process, all papers should be limited to eight (8) pages including the title page, references and tables and figures. This will allow authors to publish longer versions of their papers in academic journals. All papers will be double blind reviewed. Please make sure you follow the guidelines for formatting papers and the submission instructions. Conference information will be posted: <http://www.sonoma.edu/sbe/awbr-conference-2017.html>

- ✓ **Submission deadline: January 20th, 2017**
- ✓ **Notification of acceptance: March 15th, 2017**

Topics: We welcome academic papers on any business topic relating to the wine sector. Here is a non-exhaustive list of possible topics:

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| <ul style="list-style-type: none">• Business and marketing strategies• Branding decisions• Case studies• Communication and media• Competitive landscapes• Consumer preferences• Consumer wine buying behavior• Corporate social responsibility• Sensory preferences of consumers• Distribution channels, retailing• E-commerce• Emerging markets• Employee training and compensation• Entrepreneurship and family business• Ethical issues in wine business• Export management• Financing and accounting• Gastronomy• Geographic Indications | <ul style="list-style-type: none">• Geographic Indications• Human resources• Impact of craft brews/distillers on industry• Innovation in wine marketing• Management information systems• New research methods/'big data'• Pricing decisions• Product development• Relationship management• Sales management• Social Media• Succession planning• Terroir and wine business• Wine business education• Wine economics• Wine fairs and events• Wine law and regulatory issues• Wine tourism• World's wine market |
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