



## **1<sup>st</sup> Call for Papers**

### ***ENTERPRISE DIVERSITY IN THE BUSINESS OF WINE***

### **5<sup>TH</sup> INTERNATIONAL CONFERENCE OF THE ACADEMY OF WINE BUSINESS RESEARCH**

**University of Auckland New Zealand 8-10 February 2010**

The Academy of Wine Business Research (AWBR) and the Faculties of Science and Business and Economics, University of Auckland New Zealand are pleased to announce that 5<sup>th</sup> International Conference of the Academy of Wine Business Research will be held in Auckland New Zealand, at the University of Auckland New Zealand.

The co-chairs are Professor Rod Brodie (General Organisation and Administration) and Dr Nick Lewis (Scientific Programme).

The Conference will take place on the first two days, while the third day will be devoted to visits of wineries.

The University is located in downtown Auckland and is in walking distance of an excellent range of accommodation. It is the best summer month and you can expect day temperatures in the mid 20s with very little rain. It is a time of year to do some sightseeing and visit the wine regions of New Zealand. See <http://www.nzwine.com/intro/> for an overview of what is happening in the NZ Wine Industry.

Delegates may also wish to consider attending the NZ Pinot Noir Conference 1-4 February <http://www.pinotnoir2007.co.nz/Pinot-Noir-2010/Home>. In addition Dr Rupert Tipples and his colleagues at Lincoln University are proposing a field trip in the South Island after the main conference.

The Waiheke Winegrowers will be having a wine festival on the weekend of 6-7 February [http://www.purewaiheke.co.nz/waiheke\\_directory.cfm?ID=5](http://www.purewaiheke.co.nz/waiheke_directory.cfm?ID=5). Waiheke Island is 35 minutes by fast ferry from downtown Auckland and would be a delightful place to get over your jetlag.

### **CONFERENCE THEME: *ENTERPRISE DIVERSITY IN THE BUSINESS OF WINE***

The Conference is intended to bring together researchers and industry members to explore a range of business and marketing topics of importance to understanding business and marketing in local and global wine industries and to working more effectively in those industries.

The theme of the 2010 conference is 'enterprise diversity'. When preparing their papers for the conference we invite participants to consider emphasising the diversity of regional settings, business structures, marketing and branding strategies, and business and consumer practices that comprise wine industries.

As an innovation at the Auckland Conference, there will be a special session on case studies in wine business. The Conference organisers are in discussion with the Editor and Board of the International Journal of Wine Business Research (IJWBR) about a Special Issue of the journal, which would include the best cases. Priority will given to cases that reflect the conference theme of *ENTERPRISE DIVERSITY IN THE BUSINESS OF WINE*.

## **PAPER SUBMISSIONS: DEADLINE 30 JUNE, 2009**

**5 Page Summary Papers:** At the last conference it was agreed that all papers should be submitted as summary papers. The limit is 5 single spaced pages (approximately 2,000 words) for the body of the paper. The editor of The International Journal of Wine Business Research (IJWBR) will be attending the conference and will invite submission full papers to IJWBR.

All papers will be reviewed by an expert panel and only those papers reaching a high standard will be accepted. In some cases the authors may be required to revise their papers before being accepted.

The papers will be published prior to the symposium in a CD of proceedings.

By submitting a paper at least one of the authors agrees to be present at the Conference.

Suggested topic areas are:

- Business and marketing strategy for wineries
- Innovation processes and product development
- Entrepreneurship and family business
- Branding
- The value of country of origin and region
- The impact of distribution strategies on consumer preference
- Retail brands and private labels
- Distribution and supply chain management
- Category management
- Food and wine associations
- Selling and sales management
- Relationship marketing
- Consumer buying and choice behavior
- International strategies and practice
- Retailing practices including e-business and electronic marketing
- Financing and accounting for wineries/vineyards
- Export and import costs and considerations
- Geographic indications, legal or marketing implications
- Human resource issues for the wine industry
- Cellar door sales and wine tourism
- Direct to consumer methods, such as wine clubs and consumer loyalty programs
- Wine media and public relations
- Legal and regulatory issues in wine
- Environmental and social responsibility issues in wine
- Other relevant wine business and wine marketing topics

Presentations will be 20-30 minutes.

## **AUTHOR GUIDELINES FOR PREPARATION OF REFEREED PAPERS**

### **Papers should be:**

- Single spaced throughout
- Times New Roman 12-point font
- A4 size page formatting, 2.5cm margins on all sides
- submitted in WORD format

### **Content order for the paper:**

**Title** (1 page) should not include the author name (s) on the title page or any other part of the paper. Remove any author or institutional identifying information from the File section under properties. The title should be followed by an abstract of approximately 100 words (800 characters) and **10 lines**

**maximum**, summarizing the main aim (s) findings and conclusions of your research. The next two lines should contain the keywords followed by the topic area(s) of your paper.

**Body of the paper (5 pages)** including tables, figures, footnotes and technical details if required such as mathematical proof or development.

**References:** For full details see the author guidelines of the International Journal of Wine Business.

**Title page and reference pages** ARE NOT INCLUDED in the 5 page paper count.

**Figures and tables** should be integrated within the text as soon as possible after they have been cited.

**Footnotes** placed at the bottom of the page should be kept to a minimum and numbered consecutively throughout the text with superscript Arabic numerals.

**Appendices:** Should be kept to a minimum and only be included in the paper if absolutely necessary. If appendices are excessive we may ask you to resubmit your paper.

### **SUBMITTING YOUR PAPER: DEADLINE 30 JUNE, 2009**

Submit your paper as an attached WORD file papers to [AWBR10@auckland.ac.nz](mailto:AWBR10@auckland.ac.nz). Submissions will be accepted from 1 May.

### **OTHER IMPORTANT DEADLINES**

Notification to the authors: Late September 2009

Early-bird online registration: November 14 2009

Latest online registration: December 18 2009

Registration fees will be announced at the end of March but will be similar to the rates for the 4<sup>th</sup> AWBR held in Siena in 2008.

### **GETTING TO AUCKLAND and ACCOMMODATION**

Flights to Auckland International Airport are provided by all of the major international airlines.

Auckland International Airport is 21km southwest of the city centre and is served by buses, shuttles and taxis.

Most venues are within walking distance of the University. A complimentary shuttle service through the Auckland CBD also operates at regular intervals during the day.

### **CONFERENCE WEBSITE and CONTACT INFORMATION**

The conference website [AWBR10.auckland.ac.nz](http://AWBR10.auckland.ac.nz) is scheduled to be available from the beginning of April 2009.

The website will include details about who to contact, the programme, accommodation and other essential information.