

# CALL FOR PAPERS

## ***Second Annual INTERNATIONAL WINE MARKETING SYMPOSIUM***

Rohnert Park, Sonoma County, California, USA

July 8 and 9, 2005

Refereed and Work-in-progress Research Papers

### **School of Business & Economics, Wine Business Program Sonoma State University**

In July 2005 the *Second Annual International Wine Marketing Symposium* will be held in Rohnert Park, Sonoma County, California. Referred and non-refereed papers will be accepted.

The symposium will focus on a range of suggested marketing and business topics of importance to the rapidly changing structure of the global wine industry. Papers on all aspects of wine marketing and wine business are welcome.

In the last few years, the global wine market has continued to change dramatically. Wine consumption is increasing in countries that historically didn't drink wine; whereas it continues to decrease in others. Large global corporations persist in acquiring new brands for their portfolio, while at the same time new wineries and vineyards are established around the world on a regular basis. Grape supplies have sustained their cyclical process of surplus and shortage -- pushing competition levels to new heights. At the same time, more new innovative wine products and packaging have appeared on the scene than at any other time in the last decade. Amidst all of this wine industry change, global economic and political situations continue to shift and create both new challenges and opportunities for wine marketing.

Academic work is contributing to the industry by making the concepts and methods of wine marketing and wine business research more available to wine marketers and executives. Wine is contributing to the academic work through developing a new broadened understanding of marketing and brand management.



The **academic editors** of the edition for the symposium are:

Dr Liz Thach and Dr. Janeen Olsen of the School of Business & Economics, Wine Business Program, Sonoma State University.

If requested, full blind refereeing will be provided which will meet the standard for refereed papers in academic journals. The papers will be published immediately 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 symposium. Presentations will be 20 minutes. This promises to be a great time to meet and get to know the key international researchers in wine marketing and wine business. Suggested topic areas are:

- Business and marketing strategy for wineries
- Product development
- Branding and innovative packaging
- 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
- 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 marketing and wine business topics

The symposium will be held in Rohnert Park, California on the campus of Sonoma State University. Questions regarding the colloquium or content for papers can be addressed to Dr. Liz Thach at [Liz.Thach@sonoma.edu](mailto:Liz.Thach@sonoma.edu)



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

**Maximum length:** 20 pages (inclusive of all figures, tables, technical appendices, etc.), plus the pages required to list the references.

**Format:** Papers should be typed single-spaced, including references in either A4 or 8.5x11 paper size format. Allow margins of 2.5 cm on all four sides of the text. Include tables and figures within the text.

**Font:** Times New Roman, 12 point, black only, for all text including tables.

**Style:** APA; citations in the text should be by the authors' last names and year of publication enclosed in parentheses, with a comma between the names and the year (Jones and Smith, 2002). List of references at the end of the paper should be typed in APA format as well. ([http://owl.english.purdue.edu/handouts/research/r\\_apa.html](http://owl.english.purdue.edu/handouts/research/r_apa.html) provides useful information on APA formatting).

**Cover Page:** Include title of the paper and authors' names and contact information. DO NOT INCLUDE AUTHOR NAMES WITHIN THE BODY OF THE PAPER.

**Abstract:** Include an abstract of no more than 250 words.

**Submission Format:** Please submit all papers electronically to Dr. Liz Thach at [Liz.Thach@sonoma.edu](mailto:Liz.Thach@sonoma.edu). Authors will be sent an email message acknowledging receipt of the manuscript within one week of submission.

**Reviewer's Comments:** Each refereed paper will be reviewed by at least 2 peer reviewers. Revision comments and recommendations will be sent to the author as an email attachment.

**DEADLINE FOR SUBMISSIONS:** FEBRUARY 1, 2005.

