



XV International Conference
Academy of Wine Business Research (AWBR)
Ever-evolving experiences in innovative and sustainable wine systems
Verona (Italy), 9-12 July 2024

Call for papers

The Academy of Wine Business Research is pleased to announce that the XV International Conference will be held on 9-12 of July 2024 in Verona (Italy), organised by the Department of Management of the University of Verona.

The conference is open to all wine scholars and aims at collecting contributions on a wide variety of wine-related topics associated with promoting increasingly innovative and sustainable wine systems from both consumer and business perspectives.

Particular attention will be given to contributions on the topic of wine experiences in the context of wine tourism and hospitality, as well as wine culture and heritage. This is especially important as Verona will be hosting the 2024 Great Wine Capitals Global Network AGM and Conference in November, and the city has a rich programme of wine-tourism initiatives planned for this year. The AWBR conference aims to provide a significant academic forum for discussion and collaboration.

In partnership with the International Journal of Wine Business Research (IJWBR), papers on the subject of wine experience, wine tourism and hospitality may be selected for consideration in a Special Issue of this journal. This represents an interesting opportunity for the conference attendees. The IJWBR (Scopus CiteScore 2022: 4.3; Clarivate Analytics 2022: IF 1.8; 5-year IF: 1.9) is the leading academic journal for wine tourism research with the highest number of articles published and highly cited over the last 20 years.

We are also interested in papers that focus on wine consumer behaviour that is continuously evolving in light of current societal challenges. We also welcome contributions considering new wine business strategies related to (but not limited to) fields of management, marketing and communication.

Additionally, we would like to include a workshop on wine business teaching in the programme. We invite scholars to express their interest and submit their contributions to this workshop.

We would particularly like to encourage PhD students and young researchers to submit papers related to their research work on wine. A special session will be included in the programme to foster network-building and knowledge-exchange among young researchers.

The 2024 AWBR international conference welcomes submissions of:

- competitive papers (standard conference papers based on rigorous theoretical or empirical research)
- extended abstracts (up to 800 words for researchers who would like to present their preliminary results of a research project, or their findings based on rigorous theoretical or empirical research in a short form).

Papers and abstracts can be submitted by 21st January 2024 at:

<https://app.oxfordabstracts.com/stages/6823/submitter>.

Submission guidelines can be found at: www.awbr2024.com.

We look forward to receiving your submissions and hope to see you at the conference.

Conference Co-Chairs

Roberta Capitello (Organizing Chair)

Elena Claire Ricci (Scientific Chair)

Organizing Committee:

Claudia Bazzani

Diego Begalli

Davide Gaeta

Riccardo Scarpa

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Academic Advisory Board:

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Damien Wilson

Deadlines

15 th October 2023	Submission opening for papers and abstracts
21 st January 2024	Submission deadline for papers and abstracts
15 th February 2024	Deadline for return of reviews of papers and abstracts
15 th March 2024	Notification of acceptance
30 th April 2024	Deadline to return final revised papers/abstracts for the proceedings
31 st March 2024	Early-bird registration to the conference
31 st May 2024	Regular registration to the conference

For any further information about the submissions and the conference, visit the website www.awbr2024.com, follow our Instagram account [awbr2024_verona](https://www.instagram.com/awbr2024_verona) or write to awbr2024@ateneo.univr.it.