

SUBMISSION INSTRUCTIONS

Please copy and paste the following headings into an email with the subject heading 'Competitive Paper Submission' or 'Extended abstract Submission' or 'Big Picture Paper Submission' according to the type of submission you attend to apply for, and send it to awbr2020@bsb-education.com with a Word document of your paper attached. Please use the following subject heading for the email *[Author surnames] – paper submission

Corresponding author name:

Email address:

Organization / Institution:

Country:

Submission type: Competitive Paper / Extended Abstract / Big Picture Paper

Title:

Keywords (max 5):

Research area: please select one of the following topic themes and include it at this point in the email. This is to help us in the search for appropriate reviewers for the paper.

| | | |
|---|---|-------------------------------------|
| Consumer behaviour | Marketing strategy | Finance |
| Terroir | Brand management | Hospitality and food |
| Management, innovation and entrepreneurship | E-commerce, social media and online communication | Territorial management and branding |
| International economics | Tourism | Strategic planning |
| Experimental economics | Labelling and packaging | Spirits/Beer |
| Business economics | Logistics and distribution | History |
| Environmental economics | Public relations | Policy |
| Luxury management | Human resources | Other (please specify) |

Please remember to attach a Word.doc file of your paper to the email. Please note that all accepted full papers will be included in the conference proceedings unless you request us not to, in which case the abstract only will be included. All Extended Abstract papers will be included in full.

Requirements for Competitive Papers

These papers will be double blind peer reviewed and should be based on primary, empirical research (qualitative, experimental or quantitative). The following sections should be included (although can, if relevant, be merged):

- Title of the paper.
- Abstract (150 words).
- Keywords (maximum 5)
- Introduction
- Literature review and problem studied
- Research objectives and / or hypothesis
- Research process / methodology
- Results / Findings
- Discussion
- Theoretical and managerial implications and recommendations
- Conclusions

General information

- Submissions should not exceed 10 pages including title page and references.
- Only MS Word documents will be accepted. Save the authors' surnames as the subject for submission.
- Font: Times New Roman, 12 pt, 1.15 line spacing, Margins 2.5cm for Top, Bottom, Left and Right, justified.
- Please download and use the attached 'paper submission format' document (which structures the format and referencing) as the template for your paper.

Note: Submissions cannot be for a paper published or submitted for publication elsewhere.

Requirements for Extended Abstracts

This stream is appropriate for work in progress with only preliminary results/findings. It can also be used by research students who wish to present on their work before the results/findings have been fully analysed. It can additionally be used for presentations which would have otherwise been a poster. There will only be a limited number of extended abstracts selected, but the aim is that they will have their own streams, with a shorter time for presentation. It is anticipated that in the period between submission of the abstract and the presentation that further data and analysis will be added to give more weight to the presentation. These papers will be reviewed by the Conference's Academic Committee for a decision about acceptance.

The following sections should be included:

- Title of the paper
- An introduction providing a brief background to the nature of the problem/case study
- A preliminary literature review
- A clear formulation of the main problem(s) to be investigated
- Envisaged research methodology
- Preliminary findings
- Conclusions and managerial implications or recommendations

General information

- Submissions should not exceed 800 words in length.
- Only MS Word documents will be accepted. Save the authors' surnames as the subject for submission.
- Font: Times New Roman, 12 pt, 1.15 line spacing, Margins 2.5cm for Top, Bottom, Left and Right, justified.
- Please download and use the attached 'paper submission format' document (which structures the format and referencing) as the template for your paper.

Requirements for ‘Big Picture’ Papers

These papers are designed to be reflective pieces allowing researchers engaged in wine business the chance to develop more complex ideas or discussions based on a range of research projects, rather than being the precise, empirical results of a single research process. They must be scholarly and rooted in research experience but can explore new possibilities, offer suggestions for new areas of research, or produce suggestions about consumer behaviour or enterprise activity that warrant peer-consideration. Around four-six such papers could be selected for presentation, but a longer time would be allowed for speakers and contributions from the floor. The aim is that this process will stimulate wider discussion about current and future issues in wine business (and particularly theoretical and conceptual perspectives) which often get less attention when the focus is only on empirical papers. Papers will be selected following a review process which will include a number of members from the conference’s Academic Advisory Board.

The following sections should be included:

- Title of the paper
- Abstract (250 words)
- Keywords (maximum 5)
- Introduction, and the problem or issue under consideration
- Research basis (e.g. literature review, research stream, ethnographic engagement).
- Discussion, including relevant literature review problem studied.
- Implications and recommendations
- Conclusions, including propositions for future research.

General information

- Submissions should not exceed 10 pages including title page and references.
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Key dates

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| 30 th Nov. | Submission deadline for competitive papers, opinion papers and extended extracts. |
| 19 th Jan. | Deadline for return of reviews of competitive papers. |
| 31 st Jan. | Notification of paper acceptance. |
| 15 th Mar | Deadline for ‘early bird’ registration. |
| 1 st May | Deadline to return final revised papers for inclusion in the conference proceedings. |
| 24 th May | Deadline for final registration. |