AWBR XVII. International Conference

Rooted in Place, Reimagining Value:

Wine Business in an Era of Cultural, Market and Environmental Transformation

Budapest, Sárospatak (Hungary, Tokaj wine region), 8-10 June 2027

AUTHOR GUIDELINES

SUBMISSION CATEGORIES

- Competitive papers (standard conference papers based on rigorous theoretical or empirical research – 10 pages maximum)
- 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)

TOPICS

The **17th International Conference of the Academy of Wine Business Research** invites submissions that align with the theme **Rooted in Place, Reimagining Value: Wine Business in an Era of Cultural, Market and Environmental Transformation** . As the global wine sector faces changing consumer expectations, sustainability pressures, digital transformation, shifting market structures, and the need to build stronger regional and brand identities, this conference provides a platform for exploring how wine businesses create value in a changing world.

Hosted in Budapest and Sárospatak (Tokaj wine region). Tokaj one of the world's most historic wine regions, the conference places special emphasis on the role of place, heritage, culture, and identity in contemporary wine business. At the same time, it invites broader research on the strategies, innovations, and business models that will shape the future of the global wine sector. The topics below highlight key areas of interest, but submissions are not limited to these. We welcome research that critically engages with the evolving wine business landscape from various business, marketing, management, tourism, retail, and consumer perspectives.

- **The Business of Place and Regional Competitiveness** – How wine regions create, communicate, and sustain value in global markets.
- **Heritage, Identity, and Wine Brand Meaning** – The role of cultural heritage, tradition, and authenticity in contemporary wine branding.
- **Premiumisation and Value Creation in Wine** – Strategies for building perceived value, reputation, and differentiation in competitive markets.

- **Changing Consumer Behaviour and Wine Consumption** – How new lifestyles, generational shifts, moderation trends, and evolving values influence wine choices.
- **Wine Tourism, Hospitality, and Experience Design** – Innovations in place-based experiences, visitor engagement, and destination development.
- **Sustainability, Climate Adaptation, and Business Resilience** – Balancing environmental responsibility, long-term viability, and strategic adaptation.
- **Digital Transformation and Consumer Engagement** – The role of digital tools, data, artificial intelligence, and interactive platforms in wine marketing and business development.
- **Storytelling, Communication, and Emotional Value** – How narratives, symbols, and cultural meanings shape consumer perception and brand loyalty.
- **Innovation in Wine Retailing, Distribution, and Routes to Market – New models for** reaching consumers across traditional, digital, and hybrid channels.
- **New Product Development and Alternative Packaging** – Business opportunities linked to changing formats, convenience, sustainability, and consumer acceptance.
- **Emerging Markets and Global Wine Business Development** – Growth opportunities, market entry strategies, and the changing geography of wine consumption.
- **Regulation, Governance, and Collective Brand Strategy** – The role of appellations, regional organisations, policy, and institutional frameworks in shaping wine business.
- **Small, Family, and Heritage Wine Businesses** – Strategic challenges and opportunities for wineries rooted in tradition, place, and long-term reputation.
- **Education, Knowledge Transfer, and the Future Wine Consumer** – The role of wine education, communication, and cultural mediation in shaping future demand.

While these topics provide a guide, we welcome broader research that contributes to discussions on place, heritage, innovation, value creation, and strategic transformation in the global wine sector.

SUBMISSION TOOL AND DEADLINE

- Link for papers and abstracts is on the AWBR2027 website:
https://www.unithe.hu/awbr2027
- Deadline: 9th January 2027

CONDITIONS OF SUBMISSION

- All papers and abstracts will be rigorously reviewed. Competitive papers will be double-blind peer reviewed.
- Only full-length format (i.e., up to 10 pages) will qualify as competitive papers for the Best Paper Award.
- Please note that all accepted full papers will be included in the conference proceedings after receiving the Author's approval, otherwise only the abstract will be included.

- Papers/abstracts which are not submitted using the prescribed conference 'submission format' will be returned to authors for amendment. No papers/abstracts will be accepted for the final proceedings unless they are in this format.
- Please follow the submission instructions and prompts on the Oxford Abstract submission portal. The link to this submission portal can be found on the conference website: https://www.unithe.hu/awbr2027

REQUIREMENTS FOR COMPETITIVE PAPERS

These papers will be double-blind peer reviewed and should be based on theoretical or empirical research (qualitative, experimental or quantitative). Submissions should not exceed 10 pages including the title page and references. Uploaded files for the initial submission need to be completely anonymous both in the text and in the file name. Should the paper be accepted, the names of the authors will be required on the title page for the final version of the paper.

The following sections should be included (although can, if relevant, be merged):

- Title of the paper
- Abstract (250 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
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The template in Word file can be downloaded on the conference website https://www.unithe.hu/awbr2027 at the section "Call for papers".

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 their work before the results/findings have been fully analysed. These extended abstracts will be double-blind peer reviewed. It is anticipated that in the period between the submission of the abstract and the presentation further data and analysis should be added to give more weight to the presentation. Papers should be no more than 800 words in length. Uploaded files for the initial submission need to be completely anonymous both in the text and in the file name. Should the abstract be accepted, the names of the authors will be required in the title page for the final version of the paper.

The following sections should be included:

- Title of the paper
- Abstract (250 words)

- Keywords (maximum 5)
- 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
- Research methodology
- Preliminary findings
- Conclusions and managerial implications or recommendations

The template in Word file can be downloaded on the conference website www.unithe.hu/awbr2027 at the section "Call for papers".

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

Deadlines:
10th September 2026 - Submission opening for papers and abstracts
1st December 2026 - Early-bird registration to the conference
9th January 2027 - Submission deadline for papers and abstracts
1st March 2027 - Deadline for return of reviews of papers and abstracts
15th March 2027 - Notification of acceptance
15th April 2027 - Regular registration to the conference

Conference Co-Chairs
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For any further information about the submissions and the conference, visit the website www.unithe.hu/awbr2027 or write to awbr2027@gmail.com