

Doctoral Dissertation Award: The Institute Of Food Products Marketing

John Stanton and Mark Lang

JEL Classification: A23

The Institute of Food Products Marketing was founded (by Drs. Mark Lang and John Stanton) to host conferences around the world in order to provide a dedicated, regular forum where academic food marketers can meet to present their research in various stages of development (from working papers to completed papers) to advance the discipline of academic food marketing.



The Institute of Food Products Marketing conferences welcome multidisciplinary research from quantitative and qualitative methodologies, consumer behavior and management perspectives, and the study of the entire food marketing process. The next conference will take place in Crete, Greece, June 18-19, 2015, at the Mediterranean Agronomic Institute.

Doctoral food marketing candidates who have completed their dissertation during January 1, 2014 - April 31, 2015 are eligible for the NEW Institute Of Food Products Marketing Dissertation Award.¹ The award is sponsored by the Institute's International Food Marketing Research Symposium and the Journal of Food Products Marketing. The winner will receive \$1,000 plus free registration to a meeting of the Symposium.

A completed dissertation is defined as one successfully defended during the academic year 2014-2015. Dissertations completed in a previous year will not be eligible. To be considered, please submit an electronic version of a dissertation abstract that is no longer than 15 double-spaced pages (including appendices, tables, figures, and references). All submissions should include a separate cover page listing name, current affiliation, contact information, dissertation committee, and degree granting institution. Do not include any identifying information in the submission itself, as these will undergo a blind review. Papers should be formatted using the guidelines for the Journal of Food Products Marketing.

The competition welcomes multidisciplinary food marketing research from quantitative and qualitative methodologies, consumer behavior and management perspectives, and the study of the entire food marketing process. Articles with a multinational, broader category perspective will be prioritized over those with a single country, single product scope.

Typical areas of food marketing study include the following: *Consumer behavior; Marketing Strategy; Retailing / Merchandizing; Product Development / Private Label; Advertising / Promotion; Pricing; Technology / E-commerce; Agribusiness Marketing; Health / Nutrition / Organic; Channels / Supply Chain; Global Issues / Perspective; Sustainability.*

The purpose of the award is to garner greater academic interest in the area of food marketing. The food industry is the largest in the world with a global impact. Food marketing should be a major area of academic interest and contribution and the Institute of Food Products Marketing encourages and supports greater academic involvement.

Contact the chairs of this competition for additional information or submit an Electronic copy of the paper no later than January 31st, 2015.

¹¹ Announcement made by John Stanton and Mark Lang, Friday, November 21, 2014

Competition Chairs:

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